Canada's Weekly Newsmagazine
Maclean's
May 29, 2000 www.macleans.ca

TEENS
A New Poll Defines the Internet Generation

MUSIC
Guess Who's Back

OLYMPICS
Sydney Gets Ready

Exclusive Survey

WHAT THE BOSS NEEDS TO KNOW

How to keep good people in boom times



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This Week

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Real People casting by Shasta Lutz/Jigsaw

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ROGERS MEDIA

Cover



Peter Brogg/Maclean s. Real People cast ing by Shasta Lutz/Jigsaw

18 What the boss needs to know

While most Canadians like their jobs, far fewer are satisfied with the organizations they work for. Amid a booming economy, a new survey examines the top challenge facing employers—finding able employees with strong loyalty to their business and its clients.

Features



Peter Brogg, Maclean s

38 The Net Generation

Canadian teenagers have enthusiastically embraced the Internet, a new poll shows. It also lifts the veil on what kids like Adam Ing do when they go online.

48 Sydney gets ready

Australians are completing the final preparations for the 2000 Summer Games in September—but not everyone is happy with Olympic organizers.



Hayden S. Pearce



52 Guess Who's back

One of Canada's most successful bands, Winnipeg's the Guess Who, is enjoying a new vogue. Reunited after 17 years, the middle-aged rockers are now heading on tour

From the

Editor



The answer to *West Wing* withdrawal

What was the big quandary facing political junkies last week? Not Jean Chrétien's plans for the next election, or the fate of Joe Clark's leadership. No, what they wanted to know was, will President Jed Bartlet (Martin Sheen) survive an assassination attempt—and, if yes, which of his aides may have taken a fatal shot? It will be a long wait for the answer. The shooting was the last scene in the season finale of the popular White House drama *The West Wing*. Legions of fans praised the attempt at imitating life. "This is the first time that I've cried after a TV show; I thought it was an outstanding end to this first season," read one post on the about.com Web site.

I thought the ending was cheaply manipulative. Unidentified bodies fell in a blurred hail of bullets fired, improbably, from handguns pointed out a third-storey window overlooking the motorcade. At least we *knew* J.R. got shot. But, hey, that's television—and we'll all be back in the fall to learn the denouement.

Thank goodness for the leadership contest of our very own Canadian Reform Conservative Alliance (whew!) party. It will fill the political vacuum this summer—at least until the predicted second ballot in early July. And last week, with the race finally heating up, it promised to be a decent show. The three leading candidates took off the gloves. Preston Manning dissed his rivals for seeking the top job when



Sheen (left) as Bartlet with staff: vacuum

they have not had House of Commons experience. Alberta MLA Stockwell Day criticized the anti-French advertising run by Manning's Reform party in the 1997 federal election. Toronto businessman Tom Long rebuked Manning and stressed that *he* has actually met a payroll.

It was a tough week for Tom Long. Late to the recruitment of members who will vote for him in the one-person, one-vote convention, Long had to admit that he erred in using lists of Ontario Conservative party faithful. There was a flap about how Long's campaign obtained lists of subscribers to the *National Post* (revealed by *The Toronto Star*, which normally accuses the *Post* of inflating its subscriber numbers). Long's opponents also have tagged him for cozying up to the Bay Street power crowd, which does not play well in Western Canada (page 28).

But one week does not a candidacy unmake. With a series of televised debates for Alliance leadership hopefuls scheduled in the next few weeks, the race will take form. Manning seems to have the edge. But the determination and feistiness of his main rivals makes clear it will be a hot summer, perhaps with even more potshots fired in anger.

Robert Lewis

response@macleans.ca to comment on From the Editor

Newsroom Notes

Survey stories

Polls and journalism work well together, since both seek to explore what people are thinking. This issue contains exclusive reports on two major surveys of Canadian life. The cover story details how employees view their companies and their jobs. And the Tech section offers a pioneering study of how teenagers use the Internet.

To report the cover story, Senior Writer Patricia Chisholm talked to personnel experts and to officials of inter-



Steven Dewall/Maclean's

Ferguson (seated), Chisholm

national human resources firm Aon Consulting, which conducted the employee study. "Good workers give their jobs the best part of their time and energy," says Chisholm. "Smart companies don't squander those resources."

Chief of Research Sue Ferguson wrote the Internet story after a briefing from pollster Northstar Research Partners and consultants Youth Culture Inc. She also talked to a sampling of teens. "For many parents," she says, "the value of this survey is that it takes some of the mystery out of what kids do on the Net."

ALL EXHIBITIONS SHOULD CAUSE SUCH A FLAP.



American White Pelican, from the collection of the Toronto Reference Library

The flutter's about *Audubon's Wilderness Palette*. *The Birds of Canada* exhibition. It's embarking on its first national tour, presented by TD Bank Financial Group and Canada Trust. Featuring 100 hand-coloured, life-sized engravings of birds native to Canada, this extraordinary collection by world-renowned artist and naturalist John James Audubon was published over 150 years ago. Audubon's depictions are infused with vitality, realism and an uncanny insight into the behaviour of his subjects. So fly down and enjoy a rare bird-watching experience.

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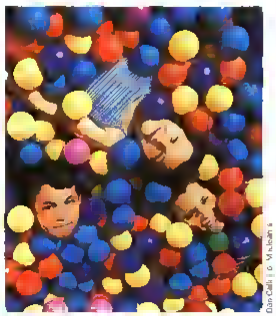
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FINAL SHOWINGS

LONDON: London Regional Art & Historical Museums May 26 – July 16, 2000. HAMILTON: Art Gallery of Hamilton Oct. 28 – Dec. 3, 2000

Children's health

Your focus on children and the most common diseases and disorders affecting their health was excellent ("Keeping kids healthy," Cover, May 15). I was puzzled, though, by the omission of any reference to air quality in the discussion of why asthma is on the rise ("Peanuts and pollen"). A recent study from the Harvard School of Public Health has found that the savings in health-care costs would far outweigh the costs of upgrading old coal-burning power plants, so action on these plants would seem to be eminent common sense.



Don Calli | © Visuals Unlimited

Kids at play: air quality and asthma

Barbara McElgunn, Health Policy Officer Learning Disabilities Association of Canada Toronto

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Thank you for "Reclaiming the good life." The public has little knowledge of behavioural and neurological disorders and even less appreciation for the complex challenges these children face. Early intervention and access to a combination of counselling, medication, therapy, special education services and a supportive, stable environment are essential for these children. Treatment works. But in Ontario, chronic underfunding has contributed to a waiting list of 8,500 children.

Marian Archibald, President, Ontario Association of Parents for Children's Mental Health Toronto

You missed an often overlooked group of children with neurological disorders: those with ADD. Because these children do not have the hyperactivity of ADHD children, they are not as disruptive. I know firsthand because my now-19-year-old son suffered from ADD. In 1993, I took him to the University of Alberta's education psychology department for "cognitive re-regulation." Apparently, children with ADD/ADHD do not produce beta waves when they are supposed to. After a series of biofeedback sessions, children are taught how to produce their own beta waves and thus teach themselves how to concentrate. Halfway through the sessions, my son, for the first time in his life, read for pleasure. If you figure out how much money is spent on Ritalin, I'm sure cognitive re-regulation is a cheaper route to take.

Janet Stafford, Millet, Alta.

Alarm standards

Thank you for recognizing the results of Health Canada's recent investigation of smoke alarms in your Feb. 21 issue ("Smoke alarms pass the test," Business Notes). The results, where 11 different models passed 100 per cent of tests to the Canadian national standard, were no surprise to me or any other knowledgeable fire-safety expert. Contracted by Health Canada and witnessed by several Health Canada investigators and numerous fire officials, the tests done at Underwriters' Laboratories of Canada are simply further affirmation of what we have said repeatedly over the past two months in responding to the panicked phone calls of concerned Canadians. Smoke alarms—whether the technology is ionization or photoelectric—do work. They provide homeowners with an opportunity to evacuate their homes in the event of a fire. An item in the Business Notes section in your Jan. 17 issue ("Feeling the heat over smoke alarms") reported that the Standards Council of Canada was investigating ULC on its testing procedures. In actuality, the Standards Council was not, and is not, investigating ULC. Such investigations are not the role of the Standards Council. It is an accrediting organization that oversees the National Standards System and accredits ULC and other testing and certification organizations for the work they do.

John Roberts, President and CEO, Underwriters' Laboratories of Canada Toronto

Political letdown

In 1867, Canadians opted, unlike their raucous cousins to the south, to forgo a portion of their rights and freedoms in exchange for a more conservative society of peace, order and good government. We were, and to a very large extent still are, so trusting of this representative leadership that we declined to put into place checks and balances, relying instead on honour and trust in the promises of our leaders. Now we have the Gaspé, where ordinary Canadians have to sue their own governments, the descendants of these honourable gentlemen ("Uprising of the *patriotes*," Canada, May 15). As we have found out all too many times before, it's easy to govern when times are good. But in the crunch, when resources have been depleted, and businesses (and their leaders) evaporate, and we ordinary citizens, who have allowed our leaders virtually unrestricted reign, want them to honour their part of the original bargain, all we get is an imperious stare, accusations of lack of planning, of no forethought, no ambition and no zeal. We need a new contract with the honourable gentlemen.

Richard Weatherill, Victoria

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Alone and happy

Thank you for your cover story "I am single" in the May 8 issue. Irma McCue is a wonderful example of how great single life can be. After all, you only live once and if one has a more enjoyable time on one's own than with a partner, then I say go for it. Although I am not one for the single life, I think it is wonderful that so many Canadians are living alone and liking it.

Amanda Major, Carman, Man.

Amiel redux

In addition to belittling several letter writers whose views were at least as well-founded as her own, Barbara Amiel wastes another full page restating the views many Canadian readers found repulsive ("Responding to medicare mail," May 15). Amiel closes her self-indulgent and graceless column wishing for "a public discourse uninfluenced by preconceived notions of half-digested egalitarianism and residual socialism." One might be tempted to interpret this as a plea for objectivity. Instead, Amiel wants the public discourse to be dominated by preconceived notions of fully digested (and excreted) elitism and discredited market orthodoxy.

Neil R. Thomlinson, Toronto

I shall leave the reaction to previous columns by Barbara Amiel to other concerned Canadians and restrict my comments to her statement, "Until someone provides me with evidence on how private medicine erodes the public system, physicians are totally incapable of proving their case." It is quite simple: private medicine would drain already depleted resources. One need only analyze what has happened in Britain, where originally the private-sector specialists requested that only a fraction of their time be devoted to private practice. The roles have been reversed, and now only a fraction of their time is devoted to the National Health Service. Open the financially attractive door of private health care and private medicine will indeed "erode the public system."

Dr. Harvey Barkun, Ottawa

I agree with Barbara Amiel's assessment of our health-care system. As a fully funded public system, it will eventually fail. So, you politicians, hurry up, continue to muck where you don't have expertise and continue to tighten funding. More beds will then be closed and more new technologies will be deferred and the welcome death of the current system will be hastened and the birth of a new, better and more appropriate joint private and public one can occur.

Bill J. Roberts, Chatsworth, Ont.

New Zealand has been living with a two-tiered health system for some time. A new government is desperately trying to reverse the tremendous damage this has caused. I have a friend who waited five years for hip-replacement surgery, which is typical. The fallacy in Barbara Amiel's thinking is that, yes, private medicine allows not just the wealthy, but the middle class to opt out of the public health scheme—but cuts to the health budget inevitably follow. People who have private coverage don't want to pay for something they don't need. Thus, employees will do anything, including staying in jobs they hate, so as not to lose their health coverage. Only the wealthy have something to gain—with lower taxes. New Zealand is in the process of clawing its way back. Please, Canada, learn from its mistakes.

Austin Whitten, St. Mary's, Auckland, New Zealand

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Editorial Update

Preparing for the "University Crunch"

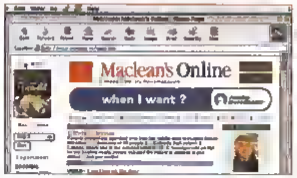
Consider these facts:

- Between 2000 and 2010, enrolment at Canada's universities will skyrocket, as the children of the baby boomers — the echo generation — turn their sights towards a postsecondary education.
- Over the same time period, more than 20,000 of the country's 33,000 faculty will have retired or departed, forcing schools to go on a shopping spree for more than 30,000 new professors and kicking off what promises to be a brutal competition for faculty stars.

In June, Maclean's gives students and their parents the information they need to prepare for the university crunch — the intense competition that will soon exist for a limited number of spots at Canada's postsecondary schools. As universities chase the best and the brightest, many students will find themselves looking farther afield for a scholastic home.

This exclusive report, prepared by the magazine's award-winning education columnist Ann Dowsett Johnston, examines the challenges students will face in securing a spot at university, as well as mounting concerns about accessibility and the quality of higher education.

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Overture

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Edited by Anthony Wilson-Smith
With Shanda Deziel

Over and Under Achievers

Preston, Stockwell: cussin' cousins!

Heard: Gosh-darn dirt on the Alliance!! Seen: Where there's smoke, there's Ralph and Brian!! All the dirt the CBC can't air!!



The West Wing: Hit series about Washington, widely watched by our own pols, winds up otherwise realistic season with cheesy Who Shot J.R.?-style ending. Was high quality just a dream itself?

Lib MPs versus CBC: Story so far—(1) Libs, led by PM, privately call CBC news coverage biased. (2) CBC prexy Bob Rabinovitch plans to eliminate local news shows. (3) Libs, mad at coverage, even madder at prospect of *non*-coverage. (4) Same 90 per cent of Canadians who *don't* watch CBC don't pay attention to all of above.

Ralph Klein and Brian Tobin: Alberta and Newfoundland premiers admit they smoked pot in earlier days. It's OK: HRDC already *knew* that (see below).

Stockwell Day and Preston Manning. Alliance leadership race heats up as hopefuls trash-talk each other. Balancing factor: two clean livers *already* wash out mouths with soap.

Fed government non-privacy policy: Jane Stewart's human resources department has thick files on most of us. But don't *dare* ask about their *own* activities.

The BBC: Beeb ignores public outcry, won't cover Queen Mum's 100th birthday parade on July 19 live. Balancing factor: didn't televise her birth, either.

Dog Watch

For the third straight year, the Labrador retriever, golden retriever and German shepherd head the Canadian Kennel Club's list of the 10 most popular pure breds (based on registration figures). The big change this year—rottweilers are out and boxers in.

1.	Labrador retriever	10,129
2.	Golden retriever	6,916
3.	German shepherd	5,016
4.	Poodle	3,008
5.	Shetland sheepdog	2,969
6.	Yorkshire terrier	2,369
7.	Miniature schnauzer	2,168
8.	Shih tzu	1,770
9.	Boxer	1,695
10.	Bichon frise	1,670



Lab (left), Golden: we're tops

Overseen



This photo of Jean Chrétien taking a dip with the (mostly) boys from the parliamentary press gallery was taken in Rio de Janeiro during a 1995 Team Canada trip. It appears in Privileged Access with Trudeau, Turner & Chrétien *(Warwick Publishing, $50), a collection of photos edited by the PM's official photographer, Jean-Marc Carisse.*

Libs like next June

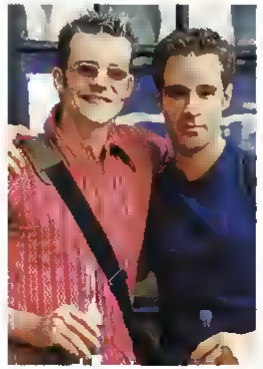
Despite pressure within to call a federal election this fall, look for the Liberals to wait until next June before going to the polls. Senior advisers to **Jean Chretien** think the party risks a backlash if it seeks a new mandate only 3½ years after the June, 1997, election. "Psychologically, it's important to see a four-year gap," says one adviser. The Liberals will target seats in the Atlantic provinces they lost last time to the NDP and Conservatives. That means they'll continue loosening purse strings in such areas as social benefits and Employment Insurance, as they have in recent months. That helps in the Atlantic region, but is risky nationally: a recent survey by party pollster **Michael Marzolini** showed that 41 per cent of respondents doubt the government's ability to control spending.

Stump Girl (right): can you dig it?



Broadway stories

Actors ***Chris Diamantopoulos*** *and* ***Jeremy Kushnier*** *are two 24-year-old Canadians who moved from professional theatre in Toronto and Winnipeg, respectively, to starring roles on Broadway. Theirs is a story of perseverance, success and friendship in the Big Apple.*



Jeremy (left), Chris: together again

Jeremy: I got my start with Ukrainian folk dancing at three years old. By the age of 12, I did my first professional show at Winnipeg's Rainbow Stage. I moved to Toronto at 19 and got one of the feature roles in *Tommy*, singing *Pinball Wizard* with two other guys. After *Tommy*, I was out of work for eight months, until on a whim I came to New York to audition for *Footloose*. We opened in October, '98. The play is based on the movie and I play the **Kevin Bacon** character. It's a lot of fun, it's not Shakespeare, but it's entertaining. Playing the role is like a marathon, eight times a week. There's a lot of dancing, but it keeps me in shape.

During that time, I would see Chris walking along the street. We sort of knew each other but never hung. Then we ended up doing a reading for *Summer of '42*, during which time we became best friends. It took moving to New York and doing a show together for two Canadians to connect. And then we got hooked up with the director of *The Adulterer*. He didn't want film actors—he wanted stage actors. We went in together and improvised. These characters are hyper-extended versions of ourselves, as if our summer was documented on film together. We convinced him he needed us both. Doing the movie was an amazing experience, kind of like going to summer camp. I know that Chris will be a huge movie star.

I never had dreams of coming to New York and working on Broadway—although I know so many actors who do. But now that I'm here, I wouldn't want to be anywhere else. I love it.

Chris: I started acting on TV and in commercials. I turned to theatre when I went through that awkward phase around 15. During my last year of school, I got offered the musical *Forever Plaid*. I went on to **Andrew Lloyd Webber**'s *Music of the Night* starring **Colm Wilkinson** and then *Joseph and the Amazing Technicolor Dreamcoat* as an understudy for **Donny Osmond**. I moved to New York because I wanted to be in movies, but singing was my trump card. After a couple weeks in New York, I was back in the theatre, in *Les Misérables* on Broadway. I've been there now for nearly two years as understudy for Marius, the young romantic lead. Next door to *Les Miz* is the Broadway production of *Footloose*. I noticed Jeremy on the poster. We had met when he was in *Tommy* and I was in *Joseph* in Toronto. Back then, I thought he was stuck up. But in New York, Jeremy got cast as my best friend in a workshop of *Summer of '42*. We pretty much became best friends instantly. We've just finished making a movie together, *The Adulterer*. To get the parts as best friends, Jeremy and I auditioned together. Instead of reading the scene, we asked, 'Do you mind if we tell you a couple of stories?' We did our thing, talked about our typical nights out, and that's what clinched it—we got the parts.

Stump for Sale

In November, 1998, a 100-kg statue belonging to Great Britain's High Commission was stolen. *Stump Girl*, by British artist **Laura Ford**, was part of a three-figure bronze display. Without it, companion pieces *Conifer Girl* and *Bush Girl* looked bereft. Search efforts, including offers of free beer as a reward, turned up no clues, so the High Commission paid Ford $10,000 to duplicate her original. A tip then led police to the stolen statue in an apartment. Now, the Brits are running a contest to decide where to put the spare *Stump Girl*. The reunited trio have been anchored in concrete to ensure their safety. "They are secure!" declared High Commissioner Sir **Anthony Goodenough** last week. Easy now lies the head that wears the crown.

Overbites



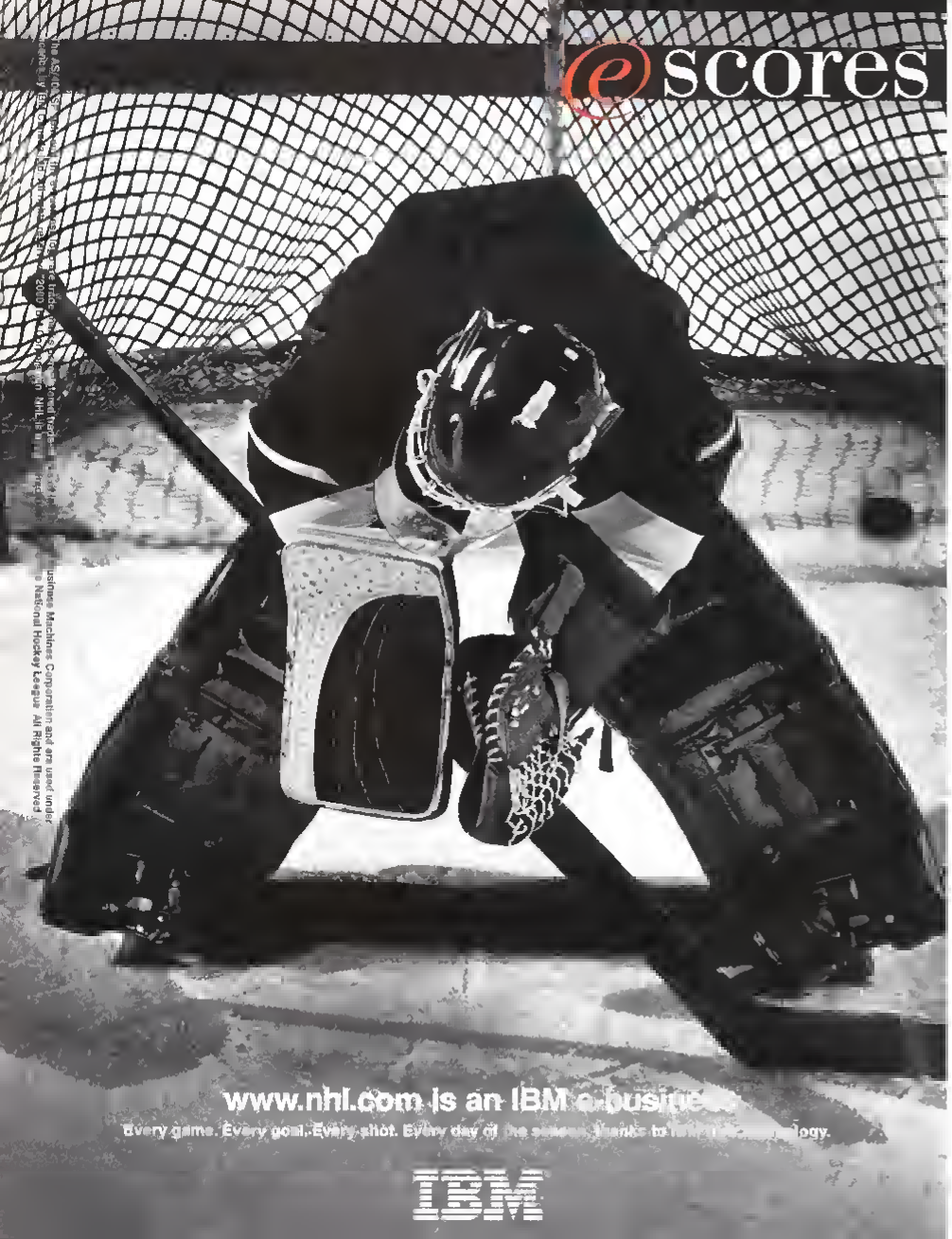
"It's not something that you try to do—to be sexy. You're the sexiest when you're just you and just real."

—Blond teen pop idol **Britney Spears**, 18, responds in Montreal to questions about her provocative dress and videos

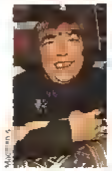


"You take [boy bands] 'N Sync and Backstreet Boys, and they do sexual things. Then you take Britney or me showing some tummy, and it's *drama*."

—Fellow blond teen queen **Christina Aguilera**, 19, responds to similar questions during a Toronto appearance



PASSAGES



Awarded: On her 65th birthday, acclaimed author and journalist **Sandra Gwyn** was presented the Order of Canada by Gov Gen **Adrienne Clarkson** Gwyn, who has been ailing and bedridden, received the award in a special ceremony in her Toronto home Known for her strong support of Newfoundland culture, Gwyn was cited as "a passionate supporter of freedom of expression and a warmly regarded mentor for numerous writers and artists " Gwyn has also written extensively about Canadian social history Her book *The Private Capital, Ambition and Love in the Age of Macdonald and Laurier* won the 1984 Governor General's Award

Ailing: Hockey legend **Jean Béliveau**, 68, will undergo radiation treatment for a malignant tumour in his neck A key member of the Montreal Canadiens' dynasty that won the Stanley Cup five times from 1955 to 1960, Béliveau is a member of the Hockey Hall of Fame

Resigned: Glen Sather, 56, general manager of the Edmonton Oilers for 21 NHL seasons, announced his decision to leave the team he first joined as a player in 1976 The architect of five Stanley Cup championships, Sather was earning $3 million a year But he had had several disagreements with the team owners Although he denied that he had another job offer, there were tumours that he would be joining either the Phoenix Coyotes, if **Wayne Gretzky** becomes a part owner, or the New York Rangers, as president

Died: Hélène Gougeon, 75, started her career in journalism at *The Ottawa Journal* at 18 She first made her name as one of the country's foremost food editors, appearing regularly in print, and on radio and television She later became one of the first women in radio to host open-line shows, with highly rated programs in Montreal and Toronto Gougeon was the widow of famed radio dramatist and historian **Joseph Schull** She died of a lung ailment in her Toronto home

Died: Jean-Pierre Rampal, 78, popularized the flute as a solo instrument and became one of classical music's brightest stars, topping *Billboard* charts He died of heart failure in Paris

Reassigned. After 2½ years hosting CBC Radio's flagship program, *This Morning*, **Michael Enright**, 57, is leaving the daily show and will host only the Sunday edition Enright has been a controversial host, at times bucking the CBC's policy of neutrality to criticize the Roman Catholic Church and opponents of gun control. He described the step as one that will let him spend more time writing and with his family Enright took over the show in 1997 after **Peter Gzowski** retired from *Morningside*, the show's predecessor

Died: Former Japanese prime minister **Keizo Obuchi**, elected in 1998, put Japan on a large-scale public spending plan and brought stability to the country In April, parliament elected a successor to Obuchi, 62, when he suffered a stroke and fell into a coma He died in Tokyo due to complications from the stroke

Died: Stanley Little, 89, fiery founding president of the Canadian Union of Public Employees worked in a shoe factory, hosiery mill, grocery store and for a bootlegger before becoming a union leader In 1963, Little merged two public employee unions to create CUPE and presided over it for 12 years Today, CUPE is Canada's largest union with 485,000 members Little died of cancer in Chilliwack, B.C

Recovering. Marilyn Lastman, 65, wife of Toronto Mayor **Mel Lastman**, underwent surgery for thyroid cancer Lastman has been delaying a decision on whether to run for a second term as a result of his wife's illness When the operation was described as a success, Marilyn Lastman told her husband "You'll be running, don't worry "



The challenge: The National Hockey League wanted a way to truly bring hockey into the 21st century League Commissioner Gary Bettman imagined "...a sophisticated real-time scoring system for NHL games Immediately available worldwide through a vibrant Web site" A site where fans could easily access timely scores and statistics, see video from the NHL® games, and purchase officially licensed NHL merchandise online

The solution: The Online Real Time Scoring System for Hockey This program records and tabulates all on-ice activity during a game. Laptop computers linked to the official game clock record play-by-play activity and then send the information to a scalable AS/400™ SP to crunch the numbers and provide the statistics in real-time for every game

The result: For fans, teams, broadcasters and the media, the Web site and its new scoring system were real winners The site is taking more hits than before Hmm Happier fans An innovative new face for the League Seems IBM just helped the NHL score a hat trick.

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Anthony Wilson-Smith

Gentleman Jean Béliveau

On one of hundreds of such occasions for him in the mid-1970s, Jean Beliveau—by then a vice-president of the Montreal Canadiens—agreed to autograph some photos and appear at a minor hockey banquet in west-end Montreal. As a result, he one day received in his office a gangly, nervous teen-age male who was one of the event organizers. By the manner in which Béliveau behaved, he might have been receiving the CEO of a major corporation, or visiting head of state. he showed the guest around his office, offered to fetch him a soft drink and called him, without a trace of irony, "Sir." When the visit was over, the guest, more awed than ever, told Beliveau he felt honoured. No, the host said solemnly. "You do *me* the honour by wanting me at your dinner."

It's tempting to say they don't make 'em like Béliveau any more, but in a sense, they never did. he's one of a kind in any era. Beliveau's coach of 13 years, Toe Blake, a man not given to superlatives, once said: "I have never heard any derogatory comments about him. As a hockey player and gentleman, Jean Beliveau has no equal." Blunt, smart Glen Sather, a guy who built his own successful playing career on his remarkable ability to take the mickey out of big stars, is equally admiring on the subject of Béliveau as player and man. So you can see why, for fans of a certain age, the report last week that the now 68 year old Béliveau is being treated for a cancerous tumour struck so hard.

It's easy to get depressed about our unofficial national game these days. the NHL increasingly resembles the World Wrestling Federation, no Canadian teams are in the final rounds of the playoffs, our national team couldn't win a medal in the worlds and even Don Cherry doesn't sound as pumped up about it all as he once was. Ask anyone over age 20, and they'll tell you the game isn't what it was.

That's true, but nothing in life stays static. Perhaps the best book ever written on any sport is Ken Dryden's *The Game*. Even then, in 1983, a couple of seasons removed from his time with the great 1970s Montreal dynasty, Dryden worried about the state of hockey. Canadians, he wrote, "never precocious, never rebellious, reasonably content, ride [others'] coattails and do *pretty* well. In hockey, now that we've been caught from behind, we wonder why it took so long."

It's 28 years since the epochal Canada-Soviet Union summit series of 1972: most people who know their hockey agree that players now are far more skilled, better-conditioned and faster than they were then. At the same time, there's no question Canada's bragging rights in world hockey are past the due date. The most tired cliché of sports journalists annually is to hope that the supposedly unmatched guts and heart of our national teams will allow us to vanquish other, better-equipped foes. The flip side is if we're so reliant on those qualities, we're conceding the Finns, Swedes, Czechs, et al, are now more talented, smarter and better coached than us.

Dryden was once asked what he thought was the golden period of hockey. The answer, he said perceptively, is whatever era it was when you were 12 years old: the players you watched then will always seem bigger and better than anyone. A few years ago, the hockey association in my old neighbourhood held a fund-raising golf tournament, and invited several players who had gone on to the NHL. That night, a few guys sat around and reminisced. One former NHLer, who put in close to a decade in the pros, looked across at older acquaintances who never rose past junior, and said, solemnly: "You guys, you *really* knew how to play." There's the same curious awe in Wayne Gretzky's voice when he talks of players he came up against in early NHL days—none of whom had a fraction of his talent.

It's fair to resent trends that, over the years, have driven ticket prices so high, but it's wrong to dislike athletes simply because they now make huge money. It shouldn't be hard to understand why guys from modest roots show off when they make it big. A friend from Northern Ontario, who now works as an Ottawa reporter, had drinks a while back with two Liberal MPs who started trashing Brian Mulroney. What, the friend inquired, did they specifically resent? The Gucci shoes, the big house, the expensive lifestyle, they answered. The friend was unimpressed. Where I come from, he said, *everyone* who makes it big would behave like that. It's what we dreamed of as kids. Athletes are no exception. It's also wrong to suggest there are no nice guys in hockey anymore. Curtis Joseph of the Leafs donates time and money to helping kids—and was mortified when that became public. Paul Kariya has manners that would make any mom proud. Gretzky is an appropriate idol in any era. And so on.

And then there's Béliveau. In 1998, shortly after he became a companion of the Order of Canada—the country's highest honour—the onetime kid who had met him in the mid-1970s saw him on a flight to Toronto. Beliveau was besieged, signing autographs and shaking hands with well-wishers. "Mr. Béliveau," someone said, "your award makes us all proud." "Sir," Beliveau protested, "no one is more proud than me." Some things, happily, don't change, like the matchless grace of *le Gros Bill*, hockey's Man for All Seasons. Get well, Mr. Beliveau.

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Christopher Simpkins
Honda West
Calgary, AB



Imtiaz U. Manji
T & T Honda
Calgary, AB



Ram Dilawri
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HONDA

BUILT WITHOUT COMPROMISE



Peter C. Newman

Canadian power in the City

Matthew Barrett, the former Bank of Montreal primo who became chief executive of Barclays Bank in London last year, has effortlessly established himself as the most hated banker in England. His $70-million personal incentive pay packet became public just three days before he closed 171 of the bank's branches. "We will continue to take value-maximizing decisions without sentimentality or excuse,' he declared, while Graham Searjeant, financial editor of *The Times*, lamented: "How did Barclays get into a state where its brand name is mud?"

In sharp contrast, another Canadian-born banker, who has maintained a studiously nurtured low profile, is quietly becoming a major influence in the City, London's powerful financial district. Bill Dalton, 56, currently chief executive of the HSBC Bank PLC, previously known as the Midland Bank, has spent the past 20 years climbing the corporate ladder of his banking group. As one of the United Kingdom's senior clearing banks, the HSBC Bank turns annual profits of just under $4 billion, handling four per cent of the world's foreign exchange.

HSBC employs 43,000 people, scattered among 1,700 U.K. branches, plus 30 throughout Europe and South America. Most important from Dalton's point of view, his bank contributes about 40 per cent of the profits earned by HSBC Holdings PLC, his parent company which, through its other subsidiaries, operates the 3,300 HSBC offices in the rest of the world, including Canada.

Founded in Hong Kong and Shanghai 135 years ago, HSBC Holdings has absorbed 25 financial institutions in the past two decades, including the Bank of British Columbia in 1986. It now ranks just behind Citibank as the world's second largest financial institution. In April, HSBC invested $760 million to set up online banking and investment management services for affluent investors with Merrill Lynch & Co. Inc., the giant U.S. money conglomerate. But its most important venture (for $17 billion) was the April 1 takeover of the giant Crédit Commercial de France. "That was highly significant," Dalton told me during a recent London interview. "We're the first British bank to become a major player in the booming Euro zone, a market that will eventually be bigger than North America, even though most Canadians have yet to realize it."

Relaxing in his wood-panelled executive office, Dalton reflects on how far he has come. The son of a rural Alberta CNR station agent, he grew up in Vancouver's east-end slums, too poor to attend university. He joined the Bank of Montreal as a teller, rising to become its comptroller of domestic business. He says he "was rescued" by the HSBC when it started its Canadian operations in 1981 and offered him a mid-executive position. When he became CEO of the Canadian subsidiary in 1992, he immediately put into practice his client-centered operational code, building, for example, an elegant $10-million branch in Vancouver's Chinatown that featured all the feng shui trimmings, including a main-floor fish tank, plus 2 200 safety deposit boxes.

Then, in a dramatic career leap, Dalton moved from the relatively small Canadian operation to become chief executive of London's giant Midland Bank in 1998. "Now," he says, "I spend a fair bit of my time visiting the branches, talking to staff and customers which, believe me, isn't standard British banking practice. I gave a speech about a month ago to the Marketing Association of Great Britain and the woman who introduced me said, with some surprise in her voice, 'Here's a chief executive of a High Street clearing bank, whose staff call him Bill.' It's a bit unusual. They're used to Sir William."

Dalton followed last year's Canadian debate on bank mergers with a decidedly sinking feeling. "It's a global banking market now, that much is inarguable," he points out. "The reality is that to be a global player, size matters because you need financial resources to allocate around the world to handle countervailing regional business cycles. Paradoxically, in their domestic operations, Canadian banks are about 10 years ahead of most British banks in understanding that it is customers who pay the bills and therefore must be looked after."

An earthy type with the belly-pumping laugh of a stevedore who enjoys his success but isn't pretentious about it, Dalton and his wife, Starr, are fitting into the upper crust of British mercantile society. "We go regularly to Wimbledon,' he reports, "and enjoy dinners where we get a mid-afternoon call that royalty will be attending. Our favourite is going to the Glyndebourne Festival Opera. It's just a couple of hours out of London, a black-tie affair, but you picnic on its fabulous estate lawns during the music. It's very British, a wonderful way to spend a summer afternoon."

He hasn't joined any of the bankers' exclusive luncheon clubs and eschews the use of one of those fancy black Bentley limousines that grace most banking functions. Instead, he dashes about in a blue Audi Quattro (the racing version with mag wheels), but retains his favoured means of transport in Vancouver. "My son Willie is babysitting my 1959 Triumph TR3," he confides, "and sends me regular reports." (He doesn't mention the fact that it was once hunter green, and he had the low-slung, two-seater [the kind in which Diana Rigg once chased 'rotters" in the British TV series *The Avengers*] repainted fire-engine red.)

Successful merchant bankers aren't supposed to do that



WHAT THE BOSS NEEDS TO KNOW

An exclusive survey suggests how employers can keep valued staff in a booming economy

By Patricia Chisholm

Marilyn Sing doesn't wear suits anymore. Office attire at Ideas that Play, a small Vancouver company that develops software for kids, leans more towards sneakers and jeans. Meetings in the company's Gastown loft are informal chats around a salvaged grade-school table. Staffers get their own coffee. "They listen to your ideas," she says, still sounding a little amazed after six months as the company's projects manager. "It's very inclusive and at the end of a day, a long day, you walk away feeling good about your contribution."

That's a world away from the job Sing quit last year as manager of publishing for a national financial industry association. Sing, 36, says she left after becoming frustrated with a stifling bureaucracy where office politics squeezed the life out of individual initiative. "Decisions were made to appease people at higher levels, not to get the job done right," she recalls. "Our workloads got larger and larger and yet we didn't have the resources to do our basic jobs properly, let alone other stuff that got handed off to us." Now, even though Sing works longer hours for 35-per-cent less pay, she is much happier.

Employers, take note. Canada's labour force—skilled, committed and in big demand—is changing. Whether they wait on tables, write computer code or plan corporate strategy, the vast majority of people like what they do and aren't thinking about changing careers. But far fewer are satisfied with the organizations they work for. Like Sing, many cite unreasonable demands and inadequate resources, draining power struggles or failure to cultivate individual talents and strengths. And when it comes to personal time, Canadians are growing

Measuring Commitment

The table ranks employee commitment by sector, based on responses to six basic questions, including whether respondents would recommend their organization as a place to work, the quality of its products or services and whether an employee plans to stay for several years. The average score for Canadian employees as a group was 100.2.

High tech	103.9
Insurance, finance	103.5
Health care, education	103
Manufacturing, construction	100
Service	98.7
Transportation, communications, utilities	97.9
Agriculture	96.2

Peter Bregg/Maclean's Real People casting by Shasta Lutz/Nolive





Howard: 'I really like people and I think that's why I like it here'

Blaine Stanley-Baptiste for Maclean's

more demanding, too often, they say, companies do a poor job of helping employees strike a balance between work and home.

Those are some of the major conclusions of the second annual survey of workforce commitment, provided exclusively to *Maclean's* by international human resources firm Aon Consulting. In its spring survey, Aon polled 2,000 Canadians over 18 who work at least 20 hours a week, on issues ranging from the quality of benefit programs to company morale. The survey examines the commodity that more and more employers seem desperate to find—able employees with strong loyalty to their business and its clients.

While the problem is not new, a booming North American economy and shifting demographics mean that companies are feeling the impact of loyalty problems where it hurts—on the bottom line. That is partly because dissatisfied employees are far more likely to vote with their feet than in the past, even moving to positions that pay less or offer less security if management is more responsive to their needs. That, in turn, pushes recruiting costs sharply higher. An increasing number of companies are finding that they simply cannot find qualified people. Even the nature of recruiting is changing as huge Web sites take a leading role (page 24).



Chandler: an 'unstable' boss tried to shake him up

And while market forces certainly play a role, some experts believe that top managers could do a much better job of retaining staff. "Many employees are positive about their immediate supervisors," says David Sturn, a 25-year human resources consulting veteran and the senior vice-president at Aon's Loyalty Institute who supervised the survey. "But the top layer is not doing the job of building loyalty to the organization as well. The leadership is not there."

Some companies are trying hard to change that. IBM Canada Ltd., long known for its faceless corporate culture, is stepping up its efforts to humanize its personnel policies. Within the past few years, "Big Blue" has introduced more policies aimed at helping working parents cope, such as a part-time program that allows employees the option of working 50, 60 or 80 per cent of a regular schedule, as well as flexible hours and work-at-home options. Like legions of other high-tech companies, though, IBM still has to duke it out in the job market: last week, the company held a widely publicized "job fair," in which it offered eye-popping starting salaries of $75,000 to $150,000 for people with five years of experience—and was rewarded with a huge turnout of applicants.

Increasingly, companies that want to keep high-end talent must also compete with the dreams that well-compensated people can decide to pursue at any moment. Mac Makenny was an early example. He grew up in Jasper, Alta., but spent most of his working life as a highly paid sales manager for large U.S. companies. In mid-career, he decided he had had enough of corporate pressures and headed for the hills—literally. For the past two decades, he has owned and run a guest ranch near Bragg Creek, in Alberta's spectacular Foothills country. Now 65, he's never looked back. 'This has always been my dream job," he says. "I certainly don't have the standard of living that I had before. But you don't judge things by the amount of dollars you make, but by the quality of your life." Makenny has no plans to retire. "I don't know what I'd do if I retired," he says. "It's my life."

A rewarding job for sure, but a surprising number of Canadians say they do not need a glamorous career or a beautiful setting to feel enriched at work. Erin Howard, 20, has been working as a waitress and cashier in Vancouver since she moved from the Okanagan Valley 10 months ago, and as far as she is concerned, her job could hardly be better. "I really like people and I think that's why I like it here so much," she says. "Don't get me wrong—some people can be rude. But I get paid to help them and serve them and I do that with a smile. That's just me."

Most employers would probably kill for a staffer like Howard: able, strongly committed and willing to ride out the inevitable rough spots that any job presents. But the Aon survey reveals that, while more than 67 per cent of employees intend to stay at their job for several years and 69 per cent would recommend their company's products as among the best, there are several areas of simmering discontent. More than half would move to another company for only a slight increase in pay, and less than 50 per cent would recommend their organization as one of the best places to work in the community. Moreover, more than a third gave their companies a failing grade in crucial loyalty-building areas like morale and ability to retain staff. "Employers are quite good at meeting people's needs for personal growth at the interview stage and often for about 18 months afterward," notes Sturn. "But they need to work harder at keeping commitment high. They need to continuously recruit their own staff."

Benefits Wanted

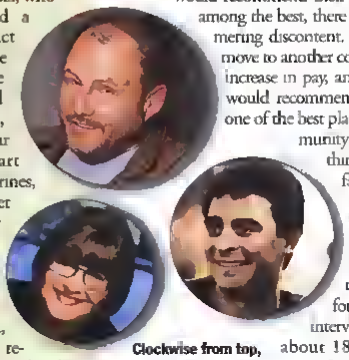
What employees said they would like to have most		And how various flexible benefits ranked among those that have them
Flexible benefit program	34%	1. Elder care
Cash bonus geared to individual performance	24	2. Working from home
Self directed pension plan	16	3. Job sharing
Pension plan based on years of service	15	4. Flex-time
Stock purchase plan	6	5. Paid time off
Cash bonus geared to group performance	5	6. Child care
		7. Discount programs

Remembering their day jobs

Mike Bullard has some job advice. "Find something you love, that you would do for free and then try to make a living at it." And contrary to what the 42-year-old talk-show host likes to tell people, he was not handed *Open Mike with Mike Bullard* after impressing the head of CTV with his comedic talents while repairing his telephone. "I spent every night for 14 years doing stand-up in clubs," says Bullard in Toronto. Weekend commutes as far as Vancouver were common during many of his 19 years with Bell Canada, first as an installer and then as a crime investigator. In fact, the comedian quit Bell only two months before *Open Mike* first aired in 1997. But despite the absences away from his family, Bullard has no regrets. "Because I did all this, I have no problem identifying with everyday people," he says. "Whatever you do prepares you for what you will do."

Before the fame and dazzling salaries, many celebrities like Bullard worked 9-to-5 jobs. For most, it was the only way to pay the bills while pursuing their dreams. And while they have toiled in some of the best—and arguably worst—jobs, few seem bitter about the hours spent slinging meat around a freezer or cleaning floors at local hospitals. Take Paul Brandt. Before stardom, the 1998 Canadian country male vocalist of the year worked as a nurse at Alberta Children's Hospital for two years. Now, says the 27-year-old singer, if he gets caught up in celebrityhood, he just thinks of the hospital. "I was dealing with life and death issues," he says. "That opens your eyes to what is important in life and what isn't."

Former Toronto Argonaut kicker Dan Giancola, who recently signed a $700,000 contract to play with the Buffalo Bills in the National Football League this fall, spent the past four years working part time at a St. Catharines, Ont., food market. "If you've ever watched *Rocky*, when he cleaned the meat off the floors, that was me," says Giancola, now 30. He even returned to the supermarket this spring, after a season with the Argos, to earn extra cash while awaiting his NFL start. He quit when the Bills learned about it. "The team didn't want anything to interfere with practice," says Giancola. "They agreed to pay me $600 a week to give up the job."



Clockwise from top, Bullard; Giancola; Gabereau: before the glamour

Then there is Vicki Gabereau, who went into her first radio broadcasting gig boasting a résumé that included cab driver, hospital floor scrubber, bartender and driver of circus elephants to Cincinnati and St. Louis. "The elephants were rented for the summer and someone had to drive them back," says Gabereau, 53, now host of her own Vancouver-based daytime talk show, *Vicki Gabereau*. And no one lets her forget 1974 when, as a member of the clown troupe Puck Rent-a-Fool, Gabereau ran for mayor of Toronto as Rosie Sunrise. "The election that year was dull and we had no work," she explains. Looking back, Gabereau says "I'm glad I did all those things. Those crazy jobs really gave me—well, you see how the world works." Literally.

Susan McClelland

Even jobs that look great from the outside—challenging, rewarding and well-paid—can become nightmarish when employees feel frustrated at every turn by management. Typically, attitudes turn sour, motivation dries up, and an otherwise innovative and productive person sinks into resignation or anger, and sometimes worse. When lawyer Joanna Gualtieri took a job in the department of foreign affairs in Ottawa in 1992, she was excited about the future. Her job involved ensuring that the money Canada invests in its foreign embassies is well spent. But she soon found, she maintains, that Treasury Board regulations were not followed and that employees who tried to raise the issue were ignored. She went on unpaid stress leave in 1996 and later filed a lawsuit against the federal government alleging, among other things, that she was harassed for trying to do her job. "As a lower-level functionary, you're afraid to challenge what a senior person tells you," says Gualtieri, 39. The government denies her charges and says the guidelines were followed.

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While slow-to-change sectors like the public service are rife with tales of frustrated and disillusioned employees, some companies are waking up to the powerful connection between satisfied employees, contented customers and the bottom line. In a 1998 report, researchers at the Conference Board of Canada noted that major companies like Nortel Networks Corp. and the Royal Bank of Canada are at the forefront of a new wave in industrial relations: the recognition that happy, high-functioning employees are good for profits. In fact, ensuring that employees have the resources and managerial support they need often outranks wages and benefits when it comes to job satisfaction, the report concludes.

Peter Cullen, senior manager of customer loyalty for retail and business clients at the Royal Bank in Toronto,



Gaaltieri: 'you're afraid to challenge a senior person'

says the Royal embarked on a new direction five or six years ago when it noticed that customer satisfaction seemed to be declining. Since then, the bank has overhauled many of its personnel and organizational policies in an effort to bolster employee performance. There are more funds available for programs like employee training. If there is a stubborn conflict between two colleagues, there are confidential ways to resolve the issue at a higher level. If employees need time off for matters like a series of medical tests over several days, they are not expected to use their vacation days.

Such people-centred measures, and others like flexible hours and job sharing, are paying off for the bank, Cullen says. "Over the past two or three years, we have noticed a real change," he says. "Our employees are happier and we have noticed that more customers are giving us their business—and that obviously has revenue implications."

It's almost as though some financial institutions are in a race to remake their decades-old reputations for maintaining hoary, top-heavy bureaucracies. Vancouver-based Citizens Bank of Canada, the virtual banking arm of the VanCity Savings Credit Union, offers its 180 employees a range of 21st-century options to help employees balance work and family responsibilities. That issue, according to Aon's results, is one of the most important factors driving workforce commitment.



Makenny: 'this has always been my dream job'

Kelly Morris would agree. She says Citizens' family policies are one of the biggest reasons she is planning to stay for the foreseeable future. Within months of returning from a maternity leave, Morris, 36, was promoted to management in the bank's credit department two years ago. She got the promotion even though she works a "compressed" work week: nine hours a day, four days a week. The flexible arrangement means she and her husband, Chris, who works on shifts for B.C. Ferries, can share the responsibility of caring for their three-year-old daughter, Rachel. And because they do not have to shell out $800 to $1,000 every month for day care, the Morrises were able to buy their first home last year. "My loyalty to the bank is so great because they appreciate what's important to me in my life," Morris says. "It's amazing more companies aren't open to this kind of arrangement because it means that people work better and harder—it just breeds so many good feelings."

Of course, bad supervisors can always ruin morale. Stuart Chandler, a 29-year-old student at the University of New Brunswick, has done a lot of rotten jobs in order to pay the bills. But the worst was a stint on a tanker vessel, where his duties included dishwasher and cook. With more than a bit of understatement, Chandler recalls that the head cook was an "unstable" character. "This guy once started throwing pots around the kitchen in a tantrum, just to shake me up," he recalls. "It got so bad, the crew had to step in."

Many in the corporate world may see parallels. But weeding out malevolent managers is relatively easy, while creating a company that hums with goodwill is harder. The Aon survey found that employee loyalty reaches its highest levels when people feel a deep commitment to their organization as a whole, not simply their own department or team. And the happiest of all, it seems, are those for whom work is a true calling.

For four years, Torontonian Seana Massey has been the executive director of the Canadian branch of Amref, an international group that raises funds for long-term health initiatives in southern and eastern Africa. After university, Massey had taken a number of jobs in broadcasting and public relations, eager to climb the corporate ladder. But she found herself restless, or bored, or both. It was not until she became involved in volunteer work that she really began to feel engaged. Finally, she left the private sector. "Your work is a huge part of your life," says Massey, 32. "Even when you are not in the office, you carry it around with you. Before, I felt empty. But for the last four years, I have never questioned what I do. The opportunities to make a difference are endless and there is so much room for creativity. It's incredibly rewarding." Bosses, listen up.

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RECRUITING ON THE WEB

In a highly competitive labour market, employers are turning to the Net to find new people





Workopolis's Peters in Toronto: 30,000 job postings and 200,000 resumes

Peter Bregg/Maclean's

By Ross Laver

Two decades ago—far back in the mists of time in high tech terms—Gerry Stanton was vice-president for human resources at Mitel Corp., a telecommunications equipment maker. Those were heady days at the Ottawa company: revenues were soaring and the firm had a reputation as a technology superstar, so there was no shortage of people clamouring to work for it. "On an average day," Stanton recalls, "we'd get 150 résumés." The problem, of course, was that no one had time to read them all, let alone examine them carefully to identify promising applicants. Says Stanton: "I used to joke that I was VP in charge of buying filing cabinets. Every time we placed career ads in the newspaper, we knew that 70 per cent of our needs were already sitting there in those cabinets—yet there was no efficient way to screen them."

Thanks to the Internet, that has changed. As has Stanton: after a stint as an independent corporate headhunter, he now runs an Ottawa-based firm called E-Cruitet.com Inc., which develops software for companies in Canada and elsewhere that want to use the Internet to recruit new employees. It's a fiercely competitive field, but the market is growing so rapidly that, for now at least, Stanton probably needn't worry about his own career prospects. "The forecasts for this industry differ," he says, "but one thing everyone agrees on is that online recruiting is destined to become a multibillion-dollar business."

And like everything else on the Internet, the trend is unfolding at breakneck speed. Two years ago, the concept of online recruiting was still a novelty. A number of small Web sites acted as job boards for high-tech employers, but none was big enough to attract national attention. Today, however, there are two widely advertised Canadian Web sites for corporate recruiters and job seekers—Workopolis.com and Monster.ca. There is also a growing demand for software that allows individual companies to manage their own Web-based recruiting systems.

No longer is the practice of online recruiting confined largely to the high-tech industry. At the beginning of 1998, according to Forrester Research Inc., a Cambridge, Mass.-based market research firm, only 17 per cent of the world's 500 largest companies were actively recruiting on the Internet. A year later, the figure had jumped to 45 per cent. By 2003, Forrester predicts, all large companies will use the Internet as a recruiting tool, as will 60 per cent of medium-sized companies and 20 per cent of small ones.

There's a simple reason for this development, and it's one that corporate bean counters readily understand: done properly, online recruiting is far less expensive than the traditional method of finding new employees. The savings start with the cost of advertising. A typical career ad in a daily newspaper can cost thousands of dollars a day, while an online posting generally costs a few hundred dollars at most and runs for several weeks. To drive down the bill even further, many large companies opt to become sponsors or partners of job boards, which gives them the right to post an unlimited number of online career ads for a fixed yearly or quarterly fee. Workopolis.com charges its 200 partners as little as $15,000 a year for unlimited postings. That's roughly the charge for a single quarter-page career ad in *The Globe and Mail*, the site's majority owner.

The savings are even greater for companies that choose to automate part of the hiring process by eliminating or reducing their use of printed résumés. Increasingly, job applicants are being encouraged to fill out "electronic" résumés that are collected in online databases, either on an employer's own Web site or on a site operated by one of the big job boards. Using customized search terms and sophisticated filtering software, employers can then screen tens of thousands of applications in a single go, instantly narrowing the field to a shortlist of potential candidates. One U.S. market research firm, Creative Good Inc., estimates that a policy of online recruitment can save a company as much as $12,000 per new employee—$3,000 in advertising costs and $9,000 in time spent opening envelopes, manually sorting and filing résumés, reviewing applications and replying to candidates. "With the right technology, recruiters can devote more of their time to the value-added steps of the hiring process," says Louis Tetu, the Canadian CEO of San Francisco-based Recruitsoft.com, a leading rival of E-Cruiter.com.

Setting up a job-search Web site board is relatively easy from a technical standpoint and there are hundreds of them scattered across North America. The key to success, however, is scale: job hunters naturally tend to congregate at the sites with the largest number of postings, which in turn draw more advertising from corporate recruiters. Worldwide, the most popular recruitment site is Maynard, Mass.-based Monster.com, which evolved out of an online job board founded in 1994. With branches in Canada and eight other countries in Europe and the Asia-Pacific region, the Monster network now boasts roughly 420,000 job postings. In Canada, though, Monster's site runs a distant second behind Workopolis.com in the competition for job postings—illustrating the oft-stated principle that on the Internet, being first is, if not everything, pretty close to it. It was not until February, 1999, that Monster.ca had its official launch, but by then a homegrown site, GLOBEcareers.com, was firmly established with a five-month head start. As its name suggested, GLOBEcareers.com was an offshoot of *The Globe and Mail*, the most popular advertising vehicle in Canada for corporate headhunters. Also last year, *The Toronto Star* briefly considered launching its own job-search site but decided instead to climb into bed with the *Globe*—the first-ever corporate alliance in the history of the two archrival dailies.

The deal they negotiated gave the *Star* 40 per cent of the business in return for a cash payment of $7 million and a guarantee of $12 million in advertising over three years. "We could have built our own site, but it would have taken several million dollars and anywhere from six months to a year to replicate what the *Globe* already had," explains Bruce Annan, the *Star*'s president of electronic media. "And frankly, I'd rather own 40 per cent of a successful site than 100 per cent of a failure." One thing the *Star* did insist on was a change in the operation's name, which is why, in January, Globecareers.com (de-capitalized a few months earlier) morphed into Workopolis.com. The site now has more than 30,000 job postings and more than 200,000 posted résumés, says Kim Peters, its president. It also has alliances with several of Canada's busiest Web search sites, including Sympatico.ca, the online flagship of Montreal-based BCE Corp., and Excite.ca, backed by cable giants Rogers Communications Inc. of Toronto (which owns *Maclean's*) and Shaw Communications Inc. of Calgary.

Given those advantages, it's hard to see how Monster.ca, with about 6,000 job postings, can ever catch up. In fact, the biggest challenge to sites such as Workopolis.com is

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Cover

not competition from other job boards but the perpetual need to stay abreast of advances in technology and changes in corporate hiring practices. Recruitsoft.com's Tetu argues that job boards are destined to decline in popularity as companies increasingly acquire the tools to operate their own online recruiting networks, thereby reducing the role of the middleman. Companies such as Bombardier Inc. and the National Bank have retained Recruitsoft.com to manage the career pages of their Web sites, which include application forms for job seekers and so-called passive job seekers who are currently employed but whose skills and experience make them attractive candidates for potential future openings. E-Cruiter.com provides a similar service for Bell Canada, CIBC and Clearnet Communications, among others, but it also has a partnership with Workopolis.com, which ensures that job postings on each of those corporate sites are automatically displayed on the larger site.

Naturally, people with a stake in the job-board business vehemently disagree with Tetu that their services will soon be considered passé. "He's quite right that communicating with prospective employees is going to require some sophisticated tools," says Annan. "But these are early days, and we won't stand still. You're going to see us adding a lot more functionality to our site so that ultimately employers and recruiters can hire better people."

And what about those career ads in the newspapers? The consensus seems to be that they will continue to be a fat source of profits for dailies such as the *Globe*, but that increasingly they will be used not to publicize specific openings but to promote the company as a place to work—a necessary function in an era of low unemployment and growing competition for talent. Thanks to the buoyant economy, Stanton says, "for the first time in history, individuals have acquired more control over the hiring process than companies. It's almost as though skilled people are in a position to hire the companies, and not the reverse." Nice work if you can get it.

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Cutting It in the West

By Brian Bergman in Calgary



Long, Day (right), Manning (top right) fears that the former backroom boy may be subverting what the Reform party stood for

Arthur Smith is precisely the sort of individual that Canadian Alliance leadership hopeful Tom Long would want in his corner. A prominent Calgary businessman, a former Conservative MLA and MP and a trusted adviser to Premier Ralph Klein, the 81-year-old Smith has unparalleled access to the boardrooms and political corridors of his native province. And despite his long association with the Conservative party, Smith recently came to the conclusion the Canadian Alliance offers the only hope of defeating the federal Liberals. But when Smith encountered Long, 42, at an informal meet-and-greet session in Calgary last month, it did not go well. According to Smith, Long spent most of a 15-minute speech trashing federal Conservative Leader Joe Clark, a man for whom Smith feels both respect and personal affection. "I told him as I went out the door that was totally unnecessary," recalls Smith. "He just sounded like a bitter young man. And if you have a picture of what a backroom boy looks like, that's him."

Shortly after that terse exchange, Smith publicly declared his support for one of Long's chief rivals, Stockwell Day. And while Smith's first impression of Long may be unusually harsh, it reflects a dilemma the political wunderkind faces as he trolls for votes in the western heartland of the former Reform party, which morphed into the Canadian Alliance earlier this year. Long is best known as the chief backroom strategist behind Ontario Premier Mike Harris's winning 1995 and 1999 election campaigns (Long, in fact, got rapped on the knuckles last week for using Ontario Conservative party lists to help recruit Alliance members; his team agreed to desist after Harris objected). In Ontario, Long's leadership bid has sparked lavish media coverage, generous Bay Street donations and a raft of endorsements from prominent Conservatives, including Ontario Finance Minister Ernie Eves and Stanley Hartt, a former chief of staff to Brian Mulroney. But in Western Canada—where many political observers say the race will be won or lost—all of that counts for very little.

For many longtime Reformers, Long's legendary status as a backroom broker is a liability—it runs counter to their stated belief in grassroots, bottom-up politics. Far more damaging to Long, though, are some of the high-profile Tory endorsements. In many cases, the recent converts barely disguise their disdain for Reform and its founding leader, Preston Manning—and say their support for the Canadian Alliance is conditional on Long winning the leadership. "Every time they do that, they drive more Reformers into the Manning and Day leadership camps," says Faron Ellis, a political scientist at Lethbridge Community College and a former Reform party activist. Robert Weber, president of the Canadian Alliance's North Vancouver constituency association, agrees. "Either you are with our philosophy and our policies or you are not," he says. "It makes you wonder: are they just doing this to get the old-guard Conservative party back and return the power to Ontario?"

The concern that Long and his backers may be out to hijack—or buy—the party Reformers spent 14 years building has focused attention on what might otherwise be a footnote in the candidate's résumé. During a recent eight-day tour of the West, Long was dogged by questions about the 18 months he spent as a political aide with the Mulroney government in the mid-1980s. Was he ready to repent for serving the man who provoked so many western conservatives to establish the Reform party in the first place? Long cleverly ducked the volleys, noting how eager he had been to defeat Pierre Trudeau—perhaps the only person Reformers revile more than Mulroney. Still, some nagging doubts lingered. "He avoids the issue of his past ties to Mulroney and that breeds suspicion," says Weber, who has not decided which leadership candidate he will support. "People don't know how far they can trust this guy."



Despite the doubters, Long has some influential western backers, including Stephen Harper, a well-regarded former Reform MP who now heads the National Citizens' Coalition. "Tom is one of us," Harper told *Maclean's* last week. "He is someone who would ultimately have a lot of appeal to the range of people who might vote for the Alliance." But in the context of the 12-week campaign leading to a June 24 vote, adds Harper, Long's biggest hurdle is becoming acquainted with the rank and file. "The question is whether they can get comfortable with him in the time available," he says.

Long's challenge is compounded by the fact that, of the approximately 65,000 people who held Alliance memberships at the outset of the race, just over two-thirds reside in Western Canada. Unless Long recruits an extraordinary number of new members in Ontario, that means he must make inroads in what is, for him, foreign territory. The raw numbers also help explain why Manning spent the early weeks of the campaign quietly working the phones and at coffee klatches, consolidating his support within the party—and why Day has not been shy about voicing his opposition to abortion and gay rights, views that resonate among some Reformers.

But with the leadership campaign having passed its midpoint, there were signs last week that the front-runners are ready to appeal to a wider audience—and to become more openly combative with one another. At a meeting in his home riding of Calgary Southwest, Manning told supporters it would do little good for the Alliance to win 35 seats in Ontario in the next election only to lose 30 seats in the West—a clear shot at Long, who some say could cost the party support among westerners. Manning then trooped to Ontario, where he told reporters that voters "are not going to hand the government to someone who has never sat in Parliament." In other words, to the likes of Day or Long.

At a much-hyped speech in Quebec City, Day returned fire, declaring that, under his leadership, there would never be a campaign ad like the one Reform ran in the last election, suggesting that too many federal party leaders come from Quebec. The ad, which Manning approved and later yanked, cost the party crucial support in Central Canada. Day, meanwhile, received a boost from a new *National Post*/Compas Inc. poll showing that, among those who intend to vote for the Alliance, he enjoys 38-per-cent support, compared with 23 per cent for Long and only 13 per cent for Manning. Close observers of the party suspect those findings underplay Manning's strength among the card-carrying members who will actually cast leadership ballots, but still show Day is hitting the mark. "My sense is the Day campaign is running very strong," says Harper. "People have underestimated the support he has among old-line Reformers."

As the Alliance leadership contenders jockey for position, the federal Conservatives struggle to stay on the public radar screen. Following a relatively successful policy convention in Quebec City, the party ducked major embarrassment by narrowly winning the byelection in the riding of St. John's West—a seat held by the Tories for 37 of the past 51 years. Clark, meanwhile, welcomed the news that his old boss, Brian Mulroney, may soon re-enter the fray—starting with a speech at a Tory fund-raiser in June. "I think it will be one of several big boosts for us," Clark told reporters. Perhaps. But as Tom Long can already attest, for many conservatives Mulroney haunts them still—and not in a friendly way.

With Cheryl Hawkes in Toronto

Tom Long may be making waves in Ontario, but can he convince westerners he deserves to be leader of the Canadian Alliance party?





Empress of Ireland: it took just 14 minutes to keel over and sink to the bottom

Lost in the river depths

Canada's worst maritime disaster claimed more than 1,000 lives

By Barbara Wickens

When the magnificent Empress of Ireland set forth at 4:20 p.m. on May 28, 1914, for Liverpool, it promised to be an intriguing voyage. The passenger list onboard the pride of the Canadian Pacific Railway Co. fleet was as varied as it was long. Among the passengers were British explorer Sir Henry Seton-Karr, who had been big-game hunting in British Columbia, Quebec society doyenne Ethel Sabina Grundy Paton, who was planning to meet her two brothers in Egypt, and a Salvation Army contingent of 150 men, women and children going to London for an international congress. Their members included the 41-piece Canadian Staff Band, who had played *O Canada, Auld Lang Syne* and *God Be with You till We Meet Again* as the Empress embarked from Quebec City.

Just over nine hours later, however, after the ship had sailed past Rimouski, 240 km down the St. Lawrence River from Quebec City, a collision jolted some of the passengers from their sleep. The Norwegian collier Storstad, blinded by fog, had rammed the Empress between her two funnels. The Storstad, hauling coal upriver to Montreal from Cape Breton, N.S., plowed through the liner's starboard side plates and on through nearly eight metres of steel deck. With icy waters pouring in at the rate of 227,000 litres per second, it took just 14 minutes for the Empress to keel over and sink 45 m to the bottom of the river. She took 1,012 of the 1,477 passengers and crew onboard with her.

It remains Canada's worst maritime disaster, and, indeed, one of the world's worst shipping catastrophes. But for many, the sinking of the Empress 86 years ago this May 29 remains a little-known chapter in Canadian history. She sank into oblivion, in part, because in going down so quickly she left behind few of the dramatic tales that so captured the world's attention when the Titanic sank two years earlier, claiming 1,522 lives.

After being wakened and told the ship was sinking, Grundy Paton had her assistant dress her. The society lady then put on her diamonds, went up on deck and stepped—without getting her feet wet—into one of the five lifeboats there had been time to launch. Seton-Karr, who gave his lifebelt to another passenger, was never to be seen again. Many Salvationists made a similar sacrifice. But what most survivors recalled was an eerie quiet as the ship sank below calm waters. Then one month later, a Serbian nationalist assassinated Archduke Ferdinand of Austria in Sarajevo, Bosnia—and the First World War blasted all other news off the front pages.

Still, the Salvation Army has never forgotten the tragedy it calls Black Friday. The 124 Salvationists who perished included the entire upper echelon of the church in Canada, as well as lay members and the band. "It must have been devastating," says current staff bandmaster Brian Burditt of Oshawa, Ont. He notes that while there have always been congregational bands across Canada, it took the Salvation Army more than 50 years, until 1969, to reform the staff band. In the meantime, the Army amassed extensive archives on the disaster, and until 1995—after the last known survivor died—it marked the anniversary by placing a wreath at a memorial in Toronto's Mount Pleasant Cemetery.

Now, thanks, in part, to the 1997 mega-hit *Titanic*, which has renewed interest in such naval disasters, and to the efforts of some dedicated historians, the Empress is finally getting her due. In April, 1999, the Quebec government declared her resting place a historic site, the first underwater heritage site in the province. The following month, the Canadian Coast Guard placed a buoy over the Empress to mark the treacherous grave and to warn would-be visitors they need a government permit to remove anything from the shipwreck.

As well, the Musée de la mer in Pointe-au-Père, Que., 12 km from where the Empress sank, will open a new $1.2-million Empress of Ireland Pavilion on June 3. It will house two new exhibits: one, highlighting CP passenger ships that sailed the St. Lawrence between 1902 and 1972, will include a 3.7-m long model of the Empress during back to 1905; the other will display Empress objects borrowed from collectors. The Salvation Army staff band has been invited to the opening. They plan to play *God Be with You till We Meet Again*.

With Brenda Branswell in Montreal



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Canada Notes



Calgary and the homeless problem

Police in Calgary tore down makeshift shelters in Edworthy Park, where as many as 20 homeless people were thought to be living. The move came after neighbourhood residents discovered the carcasses of dogs and cats that had apparently been snared and cooked on makeshift barbecues. The cooking arrangements were also suspected of causing grass fires in the park

Who is peering into our lives?

Big Brother is watching—that was the message from federal privacy commissioner Bruce Phillips last week. In his annual report, Phillips said the federal human resources department is maintaining a massive database on Canadians that may contain as many as 2,000 pieces of information on individual citizens. Among the compiled data are income tax information, employment history and marital status. Phillips said the database has the potential for abuse, and that the lack of a clear law regulating its use "poses significant risks to our privacy."

Opposition politicians took up the cry. Some attacked Human Resources Minister Jane Stewart and asked how the government could be trusted to manage such a database, given the recent bungling of job-creation grants. But Stewart said Canadians should not be alarmed. She noted that only six departmental employees have access to the database, and said the information would be used only for research purposes. "The opposition is just trying to scare Canadians," she said.

Rabinovitch confronts the storm at CBC

After a new plan for cuts to the CBC, angry Liberal backbenchers demanded an increase in government funding to preserve local supper-hour newscasts. The reason is CBC president Robert Rabinovitch's proposal to eliminate up to 670 jobs and 14 local newscasts from St. John's, Nfld., to Yellowknife. The estimated $120 million in savings would go towards national programming. Joe Novak, CBC director for Alberta, quit in protest. In a deal that could gross $75 million, the CBC agreed to sell its share of Newsworld International and a specialty channel that runs Canadian programs in the United States to Barry Diller's USA Networks Inc. Prime Minister Jean Chrétien has rejected appeals for more funding.

Treasure hunt

Lloyd's of London applied for a treasure-trove licence that would allow it to search the seabed where Swissair Flight 111 went down on Sept. 2, 1998. The flight was carrying about $300 million in diamonds and other jewels. Critics called on the Nova Scotia government to turn down the application, saying the area was sacred because 229 people died in the disaster.

Environmental initiatives

The House of Commons environment committee released a report calling for pesticides used to treat lawns, golf courses and parks to be phased out over five years. Environment Minister David Anderson also announced new initiatives to combat urban smog, including labelling as toxic the microscopic specks from diesel exhaust. The announcement came on the heels of a report that bad air in Toronto is responsible for up to 2,000 deaths a year.

Ecstasy bust

Six people faced narcotics charges after police seized at least 170,000 tablets of the euphoria-inducing drug ecstasy at Pearson International Airport. The seizure came as a coroners' inquest continued into the Oct. 9, 1999, ecstasy-related death of 20 year-old Allen Ho at a Toronto rave.

A call for religious unity

George Carey, the Archbishop of Canterbury and head of the worlds 80 million Anglicans, spoke at a special service at St. Michael's Roman Catholic Cathedral in Toronto, and called for an end to the 4½-centuries-old separation of the two churches. Carey said the lack of unity "impoverishes worship and discredits the Gospel." The two churches have been engaged in discussions since 1996.

Election rhetoric

While attending a Liberal barbecue in Baden, Ont., Prime Minister Jean Chrétien said a federal election would be called within 12 months. He added: "I intend to win that election—I feel I have a couple of more mandates in my body." Chrétien would not rule out an election call this year.

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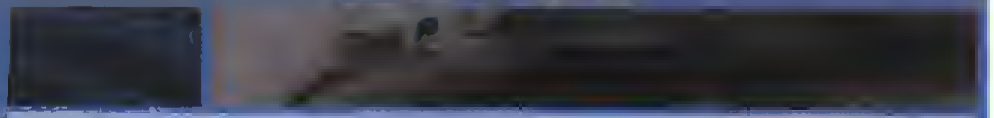
Lifetime Vehicle Ownership

Dennis DesRosiers

We are told by advertising agencies that we live in a *me, more, now* society. Consumers want to pamper themselves with as many toys as possible. They also want their toys today, thus the popularity of credit cards and the high debt levels in society.

The motor vehicle industry plays on these themes with a proliferation of products every year that are designed to entice consumers into dealer showrooms. The development of leasing as the primary way to finance a vehicle also helps consumers acquire the vehicles of their dreams sooner and more often than otherwise would be possible.

However, most Canadian consumers are very conservative with their vehicle buying and ownership habits. The most popular vehicles purchased each year in Canada are compact passenger cars like the Honda Civic and the new Ford Focus. On a market-share basis, Canadians purchase twice as many minivans as do Americans and half as many sport utility vehicles. Yes, leasing is popular, but about half of the vehicles leased are pur



chased by the consumer at the end of the lease and driven for another five to six years

Indeed, the average duration of vehicle ownership in Canada for products originally bought new is 8.4 years And that is the average About a third of consumers keep their vehicles for 11 to15 years In Canada there are over five million vehicles on the road over 10 years old, about 30 per cent of the total

So for many Canadian consumers it is important to purchase a vehicle (new or used) which will last a long time. We are able to calculate survival rates for vehicles and the results are somewhat surprising What we do is group all the vehicles purchased 11 to 15 years earlier (1984 to 1988 models) by brand name and then compare this to how many were still on the road in 1998 (latest available data)

Mercedes-Benz, Cadillac and most other luxury marques are the clear winners when it comes to long-lasting passenger cars Over 90 per cent of Mercedes-Benzes, Cadillacs and BMWs sold 11 to 15 years ago are still on the road today Volvo, Toyota, Honda, Mazda and Nissan are also above the average

But why do some vehicles last longer than others? Is it simply that some are better quality than others? There are a number of variables besides quality which play a role in survival rates And, although quality is important, it may not even be the most important factor

Other variables include

- **The size of vehicle**
- **The original price**
- **Type of construction**
- **Accident rates**
- **Kilometres driven**

First, it is very clear that luxury and high-priced vehicles are kept around a lot longer than lower-priced vehi-

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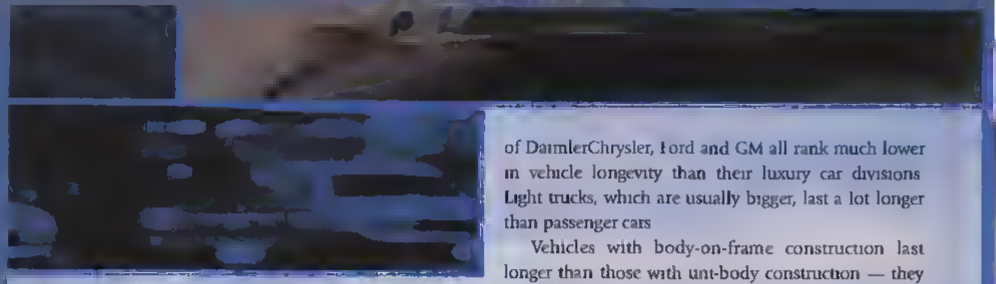
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cles This is partially because they are built better, but I suspect it is because they are driven less, looked after better and are owned by older consumers who have no reason to get rid of them Their high price means their owners want to take good care of them and since they are wealthy enough to buy them, they can afford to Perhaps the message here is basic "if you take care of your vehicle it will last longer" Many older luxury vehicles are also collectables unlike most smaller vehicles

Second, larger, more substantive vehicles generally last longer than smaller vehicles The small car divisions of DaimlerChrysler, Ford and GM all rank much lower in vehicle longevity than their luxury car divisions Light trucks, which are usually bigger, last a lot longer than passenger cars

Vehicles with body-on-frame construction last longer than those with unit-body construction — they are easier to repair after an accident or if there is a rust problem. Smaller vehicles have thinner sheet metal than larger vehicles and are more likely to be scrapped because of rust problems

A case can also be made that a smaller vehicle after a collision is more likely to be written off than a larger vehicle because the smaller vehicle will probably sustain more damage That means such vehicles tend to disappear at a faster rate than larger cars, although consumers may be more willing to drive a banged-up pickup truck than a banged-up compact car Finally, smaller cars have

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Impreza World Rally [illegible] Champion 1995 1996 1997

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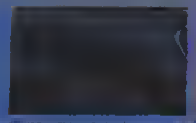
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to be priced lower which means they also have to be built at lower cost and are therefore more liable to failure.

Third, some of the under-performance by certain makes is likely due to poor quality. I can't think of any other reason that would explain the huge gap between them and the industry average. Likewise, Toyota and Honda's excellent showing must be related to their quality record. Toyota has the top ranking passenger vehicles amongst those brands selling a complete range of products, followed by Volkswagen and then Honda. It is clear that the full-line Japanese companies have passenger cars that last a long time.

The lesson here is that survival rates depend on a long list of factors, not just vehicle quality.

Finally, all the vehicle companies have made major improvements in quality over the last decade, so it may

THE DRIVING FORCE

The following percentage of passenger car models — bought 11-15 years ago — are still on the road today (As of July 1998)

MERCEDES-BENZ	93.4 %
CADILLAC	90.4 %
BMW	87.4 %
LINCOLN	85.2 %
VOLVO	84.9 %
JAGUAR	80.7 %
SAAB	80.3 %
TOYOTA	73.0 %
OLDSMOBILE	69.8 %
VOLKSWAGEN	68.2 %
HONDA	67.5 %
BUICK	65.0 %
MAZDA	63.4 %
CHRYSLER	63.2 %
AUDI	62.2 %
PONTIAC	60.9 %
NISSAN	60.7 %
CHEVROLET	59.3 %
INDUSTRY AVERAGE	**58.7 %**

Source: DesRosiers Automotive Consultants

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not be fair to rate the vehicles they sold 11 to 15 years ago against the vehicles they sell today, so I updated this analysis for vehicles bought six to 10 years ago (1989 to 1993 model years)

There were some changes in the rankings, but the overall results were very similar First of all, the difference between survival rates for most brands was very small Twenty-six passenger car brands had survival ratings above 90 per cent for vehicles bought six to 10 years ago Similar to older vehicles, luxury vehicles ranked high Toyota and Honda performed very well in the full line brands and as with older vehicles, small car specialists ranked low

This longevity analysis points an arrow at who has the best quality but does not, on its own, confirm an actual winner.

THE DRIVING FORCE

The following percentage of passenger car models — bought 6-10 years ago — are still on the road today. (As of July 1998)

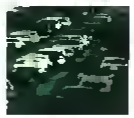
LINCOLN	98 1%
CADILLAC	97 8%
VOLVO	97 0%
BMW	96 6%
BUICK	96 3%
OLDSMOBILE	95 9%
TOYOTA	95 9%
MERCEDES-BENZ	95 5%
ACURA	95 1%
HONDA	95 0%
NISSAN	95 0%
LEXUS	94 9%
MAZDA	94 7%
CHRYSLER	94 3%
JAGUAR	93 6%
SUBARU	93 3%
INDUSTRY AVERAGE	93.2%

Source: DesRosiers Automotive Consultants



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Pelletier tackles the London stage

In English, *s'il vous plaît*

Quebec singer **Bruno Pelletier** is rarely idle—juggling a recording career with a role in the hit musical *Notre Dame de Paris*. His new album, *D'autres rives*, was written during the breakup of his marriage. "It's nostalgic," says Pelletier, 37, with his trademark curly locks pulled back in a ponytail, "but it's not a love record."

As a young singer from a Quebec City suburb, Pelletier approached record companies, entered contests and auditioned for the now-defunct American television show *Star Search* without much luck. "It was a time when I was very discouraged," says Pelletier, who has an eight-year-old son. His career began to soar with the 1997 release of *Miserere*, which went platinum, and his appearance in Quebec music legend **Luc Plamondon**'s *Notre-Dame de Paris*, which debuted in September, 1998. This week, the musical premières in London with the cast performing the show in English. "It's a big challenge," says Pelletier. "I'm practising my English." But he needn't worry about a lingering French accent: his character is a Parisian poet.

All hail the *Pop-Up* king

Tad Low created *Pop-Up Video*, the show that offers arcane and often embarrassing info about artists and videos



Name: **Tad Low**
Birthday: Sept. 26, 1966
Born: Connecticut
Creator: *Pop Up Video* and six new subversive shows to be found next month at *www.spinthebottle.com*

Pop Up Video airs on MuchMusic and MuchMoreMusic

Number of seasons *Pop-Up Video* used subliminal messages before getting caught by parent company Viacom and forced to stop: 1

Celine Dion song that Low secretly likes: *That's the Way It Is*

Viacom, which owns *Pop-Up Video*, MTV and CBS, made Low sign a non-disparagement clause agreeing to not say anything bad about the company. It was the first of its kind, now known as a "Tad Low clause"

Reason why Low, a Yale grad, was recently suspended for 30 days from the Yale Club of New York City: he threw cauliflower and cheese cubes at other members



World

Snaring the Lion

In Sierra Leone, the capture of rebel leader Foday Sankoh triggered dancing in the streets of Freetown

By Tom Fennell

Rebel leader Foday Sankoh likes people to call him the "Lion"—an indication that he sees himself as the most dangerous predator in Sierra Leone. When *Maclean's* visited Sankoh just before he disappeared on May 8, images of the beast adorned the walls of his villa overlooking the capital, Freetown. He even wore blue robes embroidered with the big cats, and others baring their teeth were etched into the wooden walking stick he carried. If lions did not intimidate, there were always guns—and the bodyguards surrounding him were armed to the teeth. But last week, Sankoh looked anything but fearsome when he was suddenly captured, stripped naked and paraded through the streets of Freetown. "This man is a demon," said one jubilant onlooker. "We should kill that man today."

Sankoh's reign of terror traumatized the country during a 10-year civil war. When word spread that he had been caught, thousands immediately gathered outside the jail and demanded he be put to death. Even so, Sankoh—whose followers in the Revolutionary United Front believe is a "JuJu man" blessed with magical powers—may yet escape the hangman's noose. On May 4, his soldiers took hostage 500 UN peacekeepers who were in Sierra Leone to enforce a peace deal Sankoh had signed with the government in 1999. Nearly 200 of the hostages have been released, but his RUF fighters may try to exchange the remaining ones for their leader. And with the government unsure of what to do with the rebel leader, the crisis appears far from over. "We know the ploy is to have us disarmed and tried for war crimes," said Sankoh. "But let no one try it."

If Sankoh fails to negotiate his own freedom, a war-crimes trial could be the very fate awaiting him. The warlord has much to answer for. To terrorize the population into submission, and to cement his control over the rich diamond fields in the eastern part of the country, Sankoh's rebel troops kidnapped thousands of boys and girls—the males for fighting, the females for sex. They were fed alcohol and drugs, including crack cocaine, and as part of a mystic initiation ritual, forced to drink the blood of victims and, in some cases, cannibalize them. Facing death themselves if they refused to wield the machete, they hacked off the arms, legs and feet of nearly 10,000 people during the country's civil war.

Sankoh disappeared on May 8, four days after his troops took the peacekeepers hostage (they were seized without a fight after they tried to take control of the region where Sankoh's diamond mines are located). He was finally caught when he wandered out of the hills into a shantytown behind his Freetown villa at 5:30 a.m. on May 17. He asked Kabbah Sesay, a Muslim man on his way to morning prayers, to help find a taxi to take him to the Nigerian Embassy. Sesay told Sankoh to wait in front of the deserted villa, but instead of getting a taxi, he alerted Mustafa Kamara, a former militia soldier known as the "Black Scorpion."



Sankoh under arrest (left); jubilant crowds celebrate as the news spread. the rebel leader could be exchanged for captured peacekeepers

Cem Ertuna/AP

Kamara quickly rounded up four other men and confronted Sankoh and his bodyguards—sparking a brief gun battle that left the rebel leader slightly wounded in the leg. A photo showed Sankoh naked and crammed into a military vehicle. One captor held him by the neck and another gestured towards the rebel leader as if showing off a prize catch from a big-game hunt. Kamara originally took Sankoh to the headquarters of Johnny Paul Koroma, a powerful local militia leader. He was then turned over to British soldiers, who were in Freetown as part of an 800-man contingent sent to support the UN peacekeepers.

With Sankoh in jail, the people of Freetown danced in the streets. "I am a hero," yelled Kamara, as his neighbours in the shantytown applauded wildly. Most wanted Sankoh put to death, but one woman suggested he be caged and put on display before being killed. Government troops battling RUF rebels near the front line not far from Freetown were also relieved Sankoh was in custody. "I would have been happier if he were shot dead when they captured him," said Lance-Cpl. Abu Bakar Jawara, 21. "If it were not for him, I would be a student, not a soldier. So long as he is alive, he will be scheming. This man is evil. He does not deserve to live."

While many people in Freetown knew what they wanted Sankoh's fate to be, it was not immediately clear how the rebels hoped to free their leader. But when government soldiers captured him once before in 1998 when the civil war was raging, the RUF went on the offensive. In January, 1999, they invaded Freetown and, in a three-week reign of terror, hacked off the limbs of hundreds of pro-government supporters and kidnapped 3,000 children. The rebels were finally driven out of the city by West African troops sent in by the United Nations.

Incredibly, under the terms of a peace deal brokered by U.S. special envoy Rev. Jesse Jackson, Sankoh was released from prison. He received amnesty and was not only named vice-president of Sierra Leone, but appointed chairman of the committee for the management of strategic resources, including diamonds and gold. When *Maclean's* met with Sankoh in his compound, he seemed entrenched in power. There were rumours of a cache of diamonds in the building. And he was surrounded by nearly 300 armed supporters—and nearly a dozen reputed mistresses.

Jackson may once again hold the key to Sankoh's future. He has scheduled a peace mission this week to Nigeria, the regional power, which has contributed more than 3,000 soldiers to the 8,900-member UN peacekeeping force in Sierra Leone. He may also visit Liberian President Charles Taylor, one of Sankoh's backers, as well as Guinea and Mali, to meet Alpha Oumar Konare, the current chairman of the Economic Community of West African States. But Jackson may not visit Freetown because of the anger some of his comments triggered there last week. Sankoh, Jackson suggested, should be brought back into the political process under the terms of the earlier peace treaty.

But Taylor may have some surprises up his sleeve. He could help release the UN hostages—while leaving his old ally to face a trial. The two first met in the early 1980s at a terrorist training camp in Libya. Taylor took control of Liberia in 1990, and Sankoh launched his rebel campaign against Sierra Leone from a base in Liberia in March, 1991. Sankoh has long been seen as a proxy for Taylor, who wants to control Sierra Leone's rich diamond mines (the diamonds are sold illegally on the black market in Liberia). To ensure that he retains the mines for himself, Taylor could abandon Sankoh and turn command of the RUF over to Sam Bockarie—a former rebel leader who had a falling-out with Sankoh but remains loyal to Taylor.

Sankoh's troops, however, are deeply loyal and may refuse to abandon their leader. They gave an indication of their

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determination the day after Sankoh's arrest, when four RUF fighters were gunned down in an altercation near the city's airport. A Nigerian peacekeeper and six soldiers from the Sierra Leone army also died in clashes that killed an unknown number of rebels near the eastern town of Port Loko. There is certainly anger within the rebel ranks: a man describing himself as Colonel Bao of the RUF denounced the West over what he called the humiliation of Sankoh—in reference to the fact that he was stripped naked during his capture. "It is the United Nations and Britain," Bao told BBC radio, "who have derailed the whole peace process."

Human rights experts, however, believe nothing should stand in the way of trying Sankoh for crimes against humanity. David Malone, a Canadian diplomat with Canada's UN mission, who also heads the International Peace Academy in New York City, said the United Nations should send a clear message that it will not tolerate such violence by helping to bring Sankoh before an international criminal court. Such a trial might also help demystify Sankoh. Ian Smillie, an Ottawa consultant who co-authored "The Heart of the Matter," a report on the Sierra Leone diamond trade, says many of Sankoh's followers believe he has supernatural powers. But Smillie said once they see he can't "change bullets into water, a lot of them will want to give up their guns."

Another group of Canadians is also anxiously watching events in Sierra Leone. Executives with a number of Canadian diamond-mining firms hope Sankoh's departure will finally allow them to return, most left in May, 1997, when Sankoh's forces overran the diamond fields. "We'd love to go back in," said an executive with AmGen Minerals Ltd. of Toronto. "I'd take my pail and shovel and go mining diamonds." Whether Sankoh the "Juju man" can cheat the hangman for a second time could determine whether the miners return to the diamond fields.

With Lansana Fofana in Freetown

Giuliani bows out

New York City Mayor Rudolph Giuliani said he would not seek the Republican nomination to run for the Senate in New York state. Giuliani, who was recently diagnosed with prostate cancer and soon after also announced the breakup of his marriage, said: "Politics is not as important in my life as I once thought it was." The announcement came three days after Hillary Rodham Clinton, the only president's wife to contest a public office, was nominated by the New York Democratic party to run.

Toledo withdraws

Alejandro Toledo, the popular challenger in the Peruvian presidential race, pulled out of the runoff election after the country's top election body refused to postpone the May 28 balloting over his allegations of vote-rigging. Toledo's withdrawal leaves President Alberto Fujimori free to claim a third five-year term.

A rex named Sue

At 12.5-m long, Sue is the largest *Tyrannosaurus rex* skeleton ever discovered. Sue drew more than 10,000 people to Chicago's Field Museum of Natural History on May 17, the first day of a year-long exhibit. McDonald's Corp. and Walt Disney Co. paid $12.5 million for the carnivore and donated it to the museum in exchange for marketing rights.

Ethiopia invades Eritrea

Ethiopia routed Eritrean troops along its border, then captured a strategic town and threatened to overrun the country. Nearly 500,000 people fled in front of the advancing Ethiopians. In an effort to halt the fighting, the UN Security Council imposed an arms embargo on the two countries.

Turmoil in the Middle East

Violence between Israelis and Palestinians continued throughout the week after a clash on May 15—the 52nd anniversary of the founding of the state of Israel—left three Palestinians dead and hundreds injured. The bloodshed in the West Bank and Gaza was the worst in four years.



Outrage over genetically modified seeds

Genetically modified canola seeds imported from Canada triggered a storm of protest across Europe. A minute number of the seeds were accidentally mixed into bags sold to farmers in France, England, Sweden and Germany in 1998. While no harm to humans has been detected, environment ministers in France and Sweden, fearing the seeds may spread, want crops destroyed.

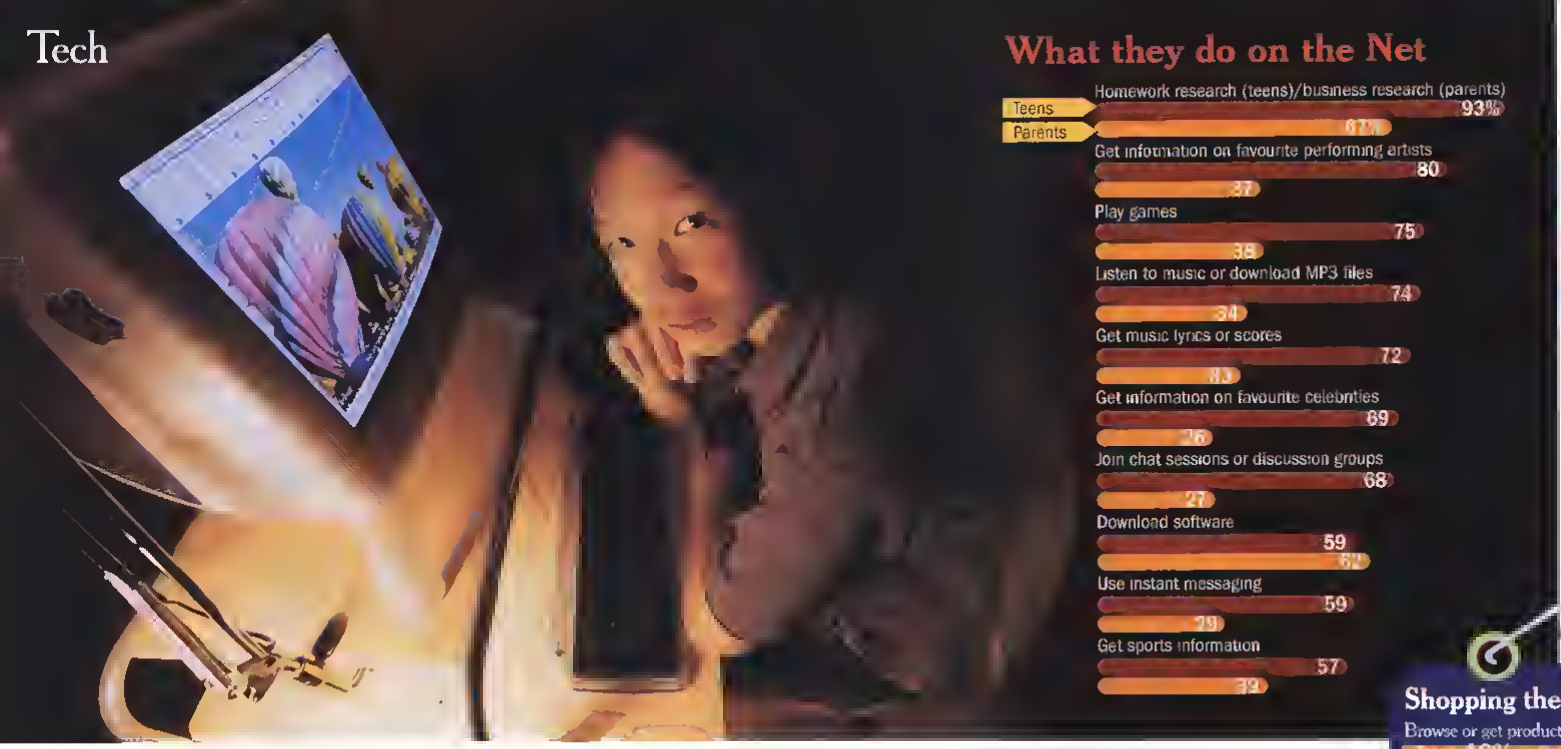
Media crackdown triggers protest

Thousands of protesters shouting "Kill yourself, Slobodan" threw stones and firebombs at baton-wielding police in Belgrade. The escalating violence came in the wake of Yugoslav President Slobodan Milosevic's crackdown against the country's independent media. Milosevic ordered police to take over Belgrade's opposition-controlled television station, Studio B, and independent radio B2-92. Both outlets have repeatedly accused Milosevic of destroying the country and trying to establish a dictatorship. In response, Milosevic has claimed journalists working for the independent outlets are traitors and fascists in the employ of NATO.

The crackdown followed the May 13 assassination of Milosevic cabinet member Bosko Perosevic—the fourth political murder in Yugoslavia this year. Studio B was particularly vulnerable: it is controlled by opposition leader Vuk Draskovic's Serbian Renewal Movement. At a public rally in the city of Ravna Gorva just before the government took over the television station, Draskovic predicted the violence would continue to grow and urged his supporters to resist Milosevic's reign of "terror."

Charges in a 37-year-old bombing

Two former Ku Klux Klan members, charged with murder in an attack that killed four black girls 37 years ago, surrendered to police in Birmingham, Ala. Thomas Blanton Jr., 61, and Bobby Frank Cherry, 69, are accused of bombing the Sixteenth Street Baptist Church in Birmingham on Sept. 15, 1963—one of the worst crimes of the civil rights era. The bombing was a watershed moment that galvanized the civil rights movement and spurred southern moderates to embrace the struggle for racial justice. Blanton and Cherry say they are innocent







The Wired Teen

A new study documents the embrace of the Internet by Canadian kids—and lifts the veil on how they use it

By Sue Ferguson

The boy at the centre of Canada's latest teen hacker drama was almost too perfect a stereotype. Just one month after police in Montreal arrested accused cyber-vandal Mafiaboy, another Montreal computer whiz-kid known as Jon pleaded guilty last week to playing havoc with data systems at NASA, Harvard and the Massachusetts Institute of Technology. The 17-year-old former boy scout revealed in court that since quitting school two years ago, he had spent up to 15 hours a day on the Internet on his home computer.

Jon, who was sentenced to 240 hours of community work, fuels a popular image: the teenage loner who takes refuge in cyberspace, unable to resist the allure of the Net's nefarious subcultures. But is he representative of Canada's teen Internet users? The answer, according to a new survey on young people and the Internet, is emphatically, *no*. In fact, the study found that kids aged 12 to 17 who regularly go online are pretty normal—they hold a broad range of interests, play sports, listen to the radio, read magazines and value friendships. As well, they say they use the Net for relatively harmless purposes like chatting with other kids, getting the scoop on their favourite celebrities and doing their homework.

Parents should breathe a sigh of relief at that profile—since chances are their teen spends a lot of spare time surfing the Web. According to the survey, designed by Northstar Research Partners for Youth Culture Inc., a Toronto-based media and research firm, a full 85 per cent of Canada's teenagers are wired, three-quarters of them at home. That's a hefty figure—about double the proportion of Canadian households that use the Internet. On average, says the poll—entitled "Youth Culture's report on the Net generation"—boys go online for more than 10 hours a week, girls for eight hours.

Peter Bregg/Maclean's

But far from isolating kids in a cyber-netherworld, the Net has become a tool for expanding and enhancing most young people's social connections. Instant messaging services like icq (for "I seek you," found at *www.icq.com*) allow users to get around the limitations of both telephone and e-mail with a chat room-like format in which numerous people congregate. Emma McDermott, an outgoing 14-year-old with a penchant for acting, got wired as a Christmas gift last year. "Of course, the first month you're hooked," says the Toronto student. "I was in the chat rooms, like, three hours a day. It's craziness." While the novelty wore off, Emma still spends about 20 hours a week online, most of it on icq.

Instant messaging programs differ from chat-room Web sites in that users exercise more control over who they communicate with by creating personalized chat lists. While many teens enjoy chatting with strangers, a surprising number simply want to talk to their friends. Three-quarters of Emma's icq list covers people she knows. As for meeting new people, she believes the Internet is a great equalizer. "Everyone's on the same level and no one can be cooler than the next person."

That does not stop parents from worrying about what sorts of sites their children may happen upon. A full 73 per cent of parents of teenagers believe the Internet should be more heavily monitored. Intriguingly, so do 51 per cent of teens—though monitored not by their parents, but by someone Out There. Marilyn Tiller, a Halifax mother of three, says she trusts her children to be responsible and talks to them about her concerns. Still, she installed the program Cyber Patrol, which blocks access to offensive sites. "I've been mindful of media since they were infants," she says. "Kids can become desensitized to violence or pornography."

Vancouver couple Judith Ince and Richard McMahon prefer simply to try to help their kids Paul, 16, Laura, 14, and Allison, 12, learn to make smart decisions for themselves. "I think that values are really what's going to protect them more than any censorship," says McMahon. In any case, Ince adds, "you can get pornography at the 7-Eleven, violent videos at Blockbuster or on TV. If my kids do find that stuff on the Net—and it wouldn't surprise me if they *have*—then they're going to be able to cope with it." And they probably have: according to the survey, 56 per cent of teens said they knew people who visit sites their parents would disapprove of.

Yet many teens, it appears, do manage to cope easily. When Allison accidentally clicks on an offensive site, she simply closes it. "Then I go back and block it out," she says, using a function in her Microsoft Windows software. And if someone mistakenly admits an undesirable person into an icq chat? Adam Ing, a Toronto 12-year-old, says "I just hit Ignore." Clicking Ignore lets Adam block intruders' comments—a simple but effective form of online shunning.

Moreover, the image of teens wandering aimlessly around the Web, tripping onto sinister sites and bumping into shady characters, may be misleading. Outside of socializing through e-mail, icq and chat rooms, the Youth Culture survey found that doing homework is the single most popular



C. Valdes-Fauna/Comstock

We're not geeks

What Net teens say they do in their spare time (unprompted answers)



Emma believes the Net is an equalizer: 'Everyone's on the same level and no one can be cooler than the next person'

reason teens identify for going online. In this, they are remarkably similar to their parents, most of whom cite research as their primary activity.

The Internet also offers young people a chance to express themselves in an uncensored environment. "It gives teens a voice," observes Patrick Thoburn, director of Internet strategy at Youth Culture. "It is the only medium to do that." Many teen sites involve kids in submitting poetry, writing book or movie reviews, or commenting about issues such as school uniforms, the Columbine shootings or their favourite TV show. And some, like Adam Ing, take this a step further by constructing their own home pages, a skill he picked up at summer camp.

This creative, two-way relationship with the Net may be behind one of the survey's most surprising findings: teens who use it are about as likely to click on the Net as they are to flick on the TV. While they tend to perceive television as relaxing, they also complain it can be a waste of time. Young people think of the Net, on the other hand, as a trendsetting medium that offers plenty of amusement. "The Net is more interactive," says Emma McDermott. "You can't talk at the TV and expect it to respond."

But teens are not simply dupes of Internet hype. Allison McMahon thinks the content is "sometimes repetitive." And the sheer volume of information leads to frustrations, especially when researching a homework topic. Allison's brother Paul prefers to go to the library because "the information on the Net isn't always reliable."

Similarly, teens have not abandoned more traditional media. Emma loves to read books and teen magazines. The Net, she says, "shows you enough to entice you, but then you have to buy something. With a magazine, it's right there, it's colourful, you can flip it, you can touch it." She also cuts pictures out for her bedroom walls and school agenda. That way, she says, "you can share it with your friends."

To Sean Saraq, Youth Culture's 35-year-old director of consumer intelligence, teens are not intimidated by the Net, as adults may be. Kids relate to the Web "not as technology, but as an appliance," he says. Moreover, his colleague Thoburn, 31, believes young people's identification with the Net is not just a phase they will outgrow. Rather, it represents a true generational shift. With the teen population—largely the "echo" children of the baby boomers—increasing 10 per cent faster than Canadians overall, businesses face a challenge. Currently, television swallows up 40 per cent of the approximately $11 billion Canadian companies spend on advertising. Only a fraction of a per cent, Saraq estimates, makes it to the Net. If advertisers want to reach teens—and they do—they need to radically rethink their habits, he says.

The same goes for purchases online. Teens browse the Net to find out information about products, but only about 10 per cent have actually purchased something. Teens don't buy much online for a variety of reasons, the survey shows, including lack of access to a credit card, fears about giving out confidential information over the Net and a simple preference for shopping in person. "It's just a lot easier going to the mall," says Tom Clarke, a Toronto 12-year-old. "You go with all your friends. You're not just sitting at home." Kids, it seems, are still kids—on and off the Net. m

History lesson

Worried about what your child is looking at on the Net? As those familiar with Web browsers know, there is a simple way to check unobtrusively. In Internet Explorer, the default browser for Windows PCs, it is called History. Under that menu item, Explorer neatly lists all the sites it has visited, organized by day, up to a user-set limit (maximum 999 days). Rival Netscape's Go function is less complete, but still useful. Kids often ignore the feature. But they can, of course, delete items from the list if they want to cover their tracks.

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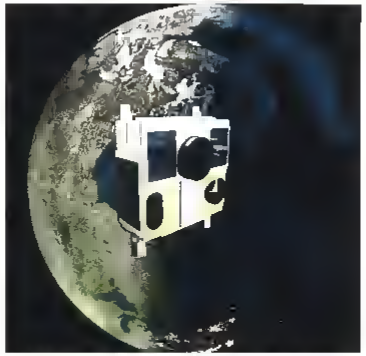
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Determining the age of the universe

Canada's first telescope to orbit Earth will be only a bit bigger than a suitcase That's so small that its creators have nicknamed it the Humble Space Telescope, yet it can do things the famed Hubble cannot Its proper name is MOST, for microvariability and oscillations of stars Due to be unveiled this week and completed in 2002, it is being built at the University of British Columbia in Vancouver under the supervision of mission scientist Jaymie Matthews, a UBC astrophysicist The telescope's job is to help find out the age of the universe—and maybe a few more things "Anyone you have a new capability," says Matthews, "you're also going to find stuff you never expected"



MOST mock-up precision better than the Hubble

Once launched, the $12-million orbiting eye will detect subtle vibrations in distant stars with a precision that not even the Hubble can deliver allowing astronomers to delve into the core of stars, There, they will measure how much hydrogen and helium is present Since hydrogen fuses in stars to produce helium and release energy, the relative proportions of the two elements date the star If scientists can accurately say how old stars are, they can more precisely date the universe, says Matthews, since it cannot be younger than the oldest star. The universe is believed to be 14 billion years old, plus or minus four billion years Researchers will also use MOST to study planets

The Canadian Space Agency supplied the principal funding for MOST, which was designed by a science team from UBC, University of Toronto, Université de Montreal, Saint Mary's University in Halifax, Harvard University and the University of Vienna Dynacon Enterprises Ltd. of Mississauga, Ont., is building the satellite to house the telescope, with the help of the University of Toronto's Institute for Aerospace Studies

Pixel this

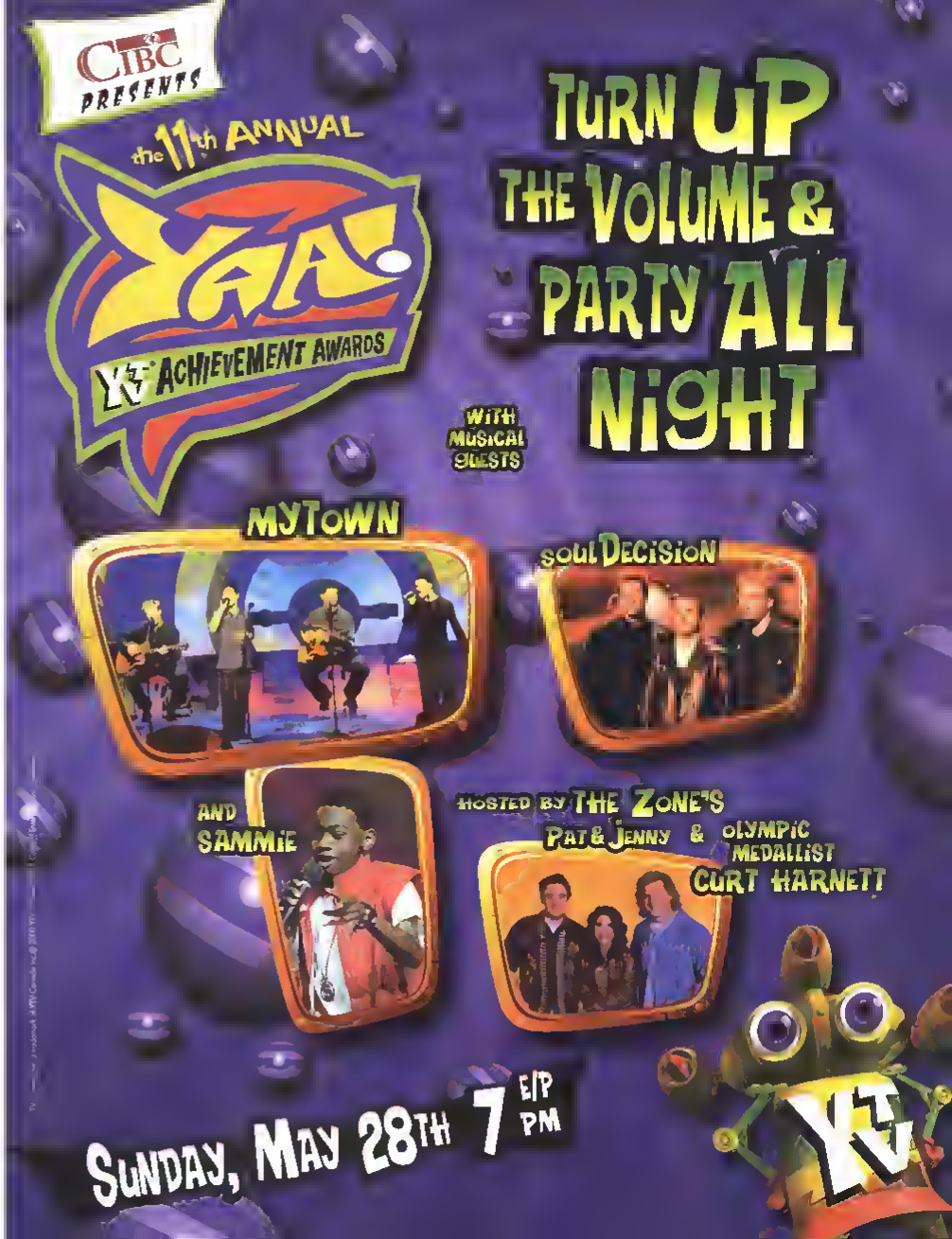
When it comes to picture quality in digital cameras, colour-capturing dots called pixels are the standard to go by And Fuji's $1,359 FinePix 4700 Zoom has a lot of them—4 3 million per image to be exact That, Fuji says, makes the 4700 the sharpest such camera available. Weighing just 255 g, the 4700 stores between eight and 45 images depending on the compression level It can also record up to 80 seconds of video with sound

Cool Sites

Show mates

The Web fills all niches Vancouverites who lack someone to go with to a live arts performance can now turn to *www twofortheshow com* Lonely patrons register with the free service by completing a brief profile and noting which shows they want to see. Individuals meet online to decide whether they want to go out together, an obvious appeal to singles, though the operators say the site is not a dating service. The service will gradually expand across Canada.

Danylo Hawaleshka



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ACTING

LAWRENCE ARCOLETTE - Age 16
Montreal, Quebec



A rising star who worked on numerous productions, including Les Orphelins de Duplessis. He is also in demand for voice work for TV, radio and films.

BAND / MUSICAL GROUP

TEGAN & SARA - Age 19
Calgary, Alberta



Twin sisters Tegan and Sara Quin compose and perform alternative folk/pop tunes. They were featured in the Alberta leg of the 1999 Lilith Fair Tour and, in June 2000, they will release their first international CD on Neil Young's Vapour Music label.

BUSINESS

MICHAEL FURDYK - Age 17
Toronto, Ontario



Young tycoon who co-founded the Internet resources website, MyDesktop.com, that was sold to an American internet company for a rumoured $1 million-plus. His company has now created Buybuddy.com, a personal on-line shopping assistant.

DANCE

CODY GREEN - Age 19
Surrey, British Columbia



Now studying at Juilliard, Cody has danced for Disney Tokyo and performed on Broadway. His versatile dancing has taken him around the world and he has trained with the leaders Duncan Youth Company and the Moscow Ballet among many others.

INNOVATION

MARC-ANDRÉ & JEAN-MICHEL FILION
Ages 17 & 15, North Bay, Ontario



During their study of aquatic eco-systems, these brothers developed an electronic apparatus that helps scientists more effectively collect and quantify zooplankton.

INSTRUMENTAL

CAITLIN TULLY - Age 12
Vancouver, British Columbia



Since age nine, she has performed solo with the Vancouver and Victoria Symphonies and Orchestra Seattle. Last summer she attended The Aspen Music Festival and School on scholarship and was the youngest member ever of the first violin section of the Festival Orchestra, Aspen.

PUBLIC SERVICE / UNICEF AWARD

ANNA MILLAR - Age 16
Edmonton, Alberta



Co-chair of UNICEF's National Child Rights Elections Promotion Committee in Edmonton, she inspired several thousand Edmonton students to discuss children's rights in 1999. She was also Co-Chair of the Youth Coalition Against Poverty and is active in many other organizations.

SPECIALTY PERFORMANCE

JESSE VAN ROOI - Age 17
Toronto, Ontario



Recognized as the best breakdancer in North America, he won gold at the 1999 L.A. Freestyle Session (an international breakdance competition). He has appeared in many commercials and events for companies such as Roots, Nike and Canada 3000.

SPORTS

GENEVIÈVE JEANSON - Age 18
Lachine, Quebec



At the 1999 World Jr. Championships she made history as the first Canadian, male or female, to win a road-cycling world championship at any level. Her next goal is competing at the Summer Olympics in Sydney, Australia.

TERRY FOX AWARD

QUINN PAGE - Age 18
Turner Valley, Alberta



August 31, 1996 marked a day that would change Quinn's life forever. Involved in an accident, leaving her a paraplegic, she chose to take a positive approach. She organized a Student Wellness Day, created educational videos, became president of the student council and was recognized for her efforts with the Terry Fox Humanitarian and Leaders of Tomorrow awards.

VISUAL ARTS

JONAS BELL-PASHT - Age 19
Toronto, Ontario



An award winning filmmaker, he won Best Film (Canadian division) at the National Children's Film Festival and was also awarded the Special Jury Award at the 1999 International Jewish Film Festival Berkeley, California for his short film, In November, 1943. His second film won the top prize from CBC's youth program Jonovision's first annual film festival competition.

VOCAL

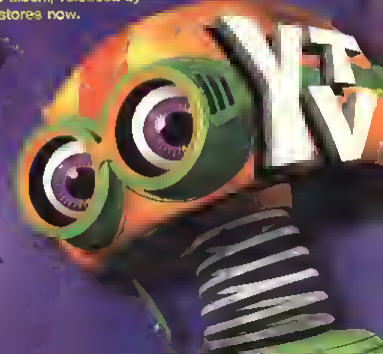
ADAM GREGORY - Age 14
Edmonton, Alberta



He has been singing since he was nine years old and has performed with the likes of Vince Gill and Rodney Crowell. At 13, he wrote his first song and released his first demo CD. His first country music album, released by SONY Music, is in stores now.

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Rates up, dollar down



The Bank of Canada raised interest rates by half a per cent in an attempt to inoculate the country against inflation and prop up the sagging loonie against the U.S. dollar. Such a move would normally bolster the Canadian currency, but it continued to fall, dropping to 66.8 cents (U.S.) by week's end.

Bank of Canada governor Gordon Thiessen said the interest-rate hike was necessary to keep pace with an identical move by the U.S. Federal Reserve Board the day before. Supporters said the increase would stop Canada's economy from overheating. But critics worried that such tightening could begin to hobble economic growth. Mortgage rates rose, along with the cost of consumer loans. Analysts also questioned whether Thiessen could continue to match U.S. rate hikes, as inflationary pressures are less in Canada. That thinking kept the loonie down against the greenback, as traders assumed a wider spread in rates in future.

Even so, the booming economy allowed the federal government to announce an unexpectedly high budget surplus of almost $15 billion. Finance Minister Paul Martin said Ottawa would pay down more of the national debt than planned, a move that could ultimately boost the dollar.

Ottawa gets out of Petro-Canada

Ottawa plans to sell its remaining 18 per cent stake in Petro-Canada, the national oil firm created in 1975, and junk foreign-ownership restrictions on its shares. Natural Resources Minister Ralph Goodale says the government will remove the 25-per-cent limit for foreigners and allow up to 20 per cent for any single investor. The federal government holds about $1.5 billion worth of Petro-Canada stock. Goodale says the move will still preserve Petro-Canada's "essential Canadian character."

Financial Outlook

Statistics Canada gave the economy a gold star last week. It released data on five major economic indicators that show the economy is still strong, dispelling recent worries that it was starting to slow down. The big news was in flation dropped sharply to an annual rate of 2.1 per cent, down from three per cent the previous month, largely due to lower energy prices. It is now at its lowest level since August. Retail sales and manufacturers' shipments reversed their declines from earlier in the year. Strong export growth helped produce the second-highest quarterly surplus on record. Adrienne Warren of Scotia Economics expects the economy to grow by 4.4 per cent this year, second only to the United States for Group of Seven countries.

Measuring the boom

	% monthly change	% annual change
Inflation	-0.4	+2.1
Manufacturers' shipments	+3.8	+13
Retail sales	+2.1	+8.7
Wholesale trade	+2	+8.7
Exports	+4.5	+16.3
Imports	+3.7	+12.5

Source: Statistics Canada

A successor for Ken Thomson

Billionaire Ken Thomson anointed his 42-year-old son, David, as the next chairman of Thomson Corp. David, who will take control in two years, will be the third generation to run the Toronto-based publishing and database empire, begun in the 1930s by Roy Thomson, later Lord Thomson of Fleet, with a single Timmins, Ont., radio station. Ken Thomson, 76, is Canada's richest citizen with an estimated wealth of $20 billion. His company recently put up for sale all its newspapers except its flagship, *The Globe and Mail*. CanWest Global Communications Corp. of Winnipeg has indicated interest in five of Thomson's major Canadian dailies, which analysts value at $450 million.



David Thomson (left) with his father, chang.

Corel's cash conundrum

Once upon a time, Corel Corp. president and CEO Michael Cowpland's wife, Marlen, wore million-dollar dresses to his company's annual ball. Now, his Ottawa-based software firm is mired in a cash crisis. Corel was banking on a $1.6-billion merger with the California-based software company Inprise Corp. to cure its fiscal ills. But the merger fell apart last week after key Inprise shareholders rebelled, and Corel lost its chance to plumb Inprise's $240 million (U.S.) in cash. The Canadian company now intends to cut 20 per cent of its operating costs, and layoffs are expected among its 1,500 employees. Corel may find short-term help, but the conditions of any rescue could be tough to swallow. Times of crisis are not new to Cowpland, however; his company's roller-coaster fortunes are as legendary as his wife's dresses.



Cowpland: crisis

Virus alert

Just two weeks after the so-called Love Bug computer virus caused an estimated $10 billion in damage worldwide, a variant of the same virus surfaced on systems using Microsoft's Outlook e-mail program. But while the new virus proved more difficult to detect and potentially more destructive, experts said it failed to spread as rapidly as the original virus.

Joining up with Japan

Representatives from big business in Canada and Japan agreed that the two countries should work toward establishing a free-trade agreement, marking a fundamental shift in Japanese thinking on the issue. Neither government has officially sanctioned the idea, but both have encouraged their business sectors to put forward proposals.

More Web mergers

Spanish Internet group Terra Networks SA announced that it will buy Lycos Inc. of Waltham, Mass., the fourth-largest Internet search engine. The deal, part of a trend towards global consolidation among Internet companies, was worth $18.7 million. Shares of both companies fell, however, with analysts expressing surprise at the large premium Terra paid.

Air Canada takes flak

Despite Air Canada's rising share price, CEO Robert Milton found himself apologizing to stockholders at their annual meeting after several complained about poor service since the carrier announced its merger with Canadian Airlines late last year. Milton said the joining of two companies is especially difficult when it takes place under intense public scrutiny.

A taxing error

An investment subsidiary of the National Bank of Canada announced that about 7,000 of its clients may be exposed to unanticipated taxes because of a computer error that underestimated the amounts invested in foreign funds. National Bank Financial Inc. of Montreal indicated it would "ensure that no client suffers financially," which could cost millions of dollars.

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Sydney Gets Ready

Sports-mad Australians were delighted when they won the 2000 Summer Games. They are less pleased now.



The new stadium in Homebush Bay: $1.3 billion for sports facilities

By Ean Higgins in Sydney

There were surfers riding Pacific rollers and topless sunbakers soaking up autumn rays, but it was not a normal morning on Sydney's Bondi Beach. Instead, there was an anti-Olympics guerrilla war playing out on the sand. In a confrontation earlier this month that typifies how Australia's Olympic fervour has subsided, a crowd had gathered to protest the construction of a 10,000-seat beach volleyball venue for next September's Summer Games. On one side were huge bulldozers, on the other, protesters hoisted a banner declaring "IOC and government risk lives and destroy Bondi Beach." In between was a fence guarded by a cordon of about 40 local police because, the previous day, the anti-Olympians had halted the bulldozers by burying themselves up to their necks in the sand. "This used to be a national icon," says protester Adam Gibson, surveying the broad crescent-shaped beach. "And now look at it—it's a bloody mess."

How times have changed. Back in 1993, Sydneysiders were ecstatic when International Olympic Committee president Juan Antonio Samaranch announced the city had won the right to stage the 2000 Games. Now, however, some of the same people are marching in the streets against the fast-approaching Olympics, which begin on Sept. 15. Gibson, for instance, was among the thousands in Sydney who watched Samaranch's announcement at a waterfront rally on Circular Quay. "I was celebrating with the rest of Australia when we won the Games," Gibson says. "But now, it's like Olympic law rules, and any reasonable objection is just ridden over."

That disenchantment is fairly recent. Initially, Australians supported the Sydney Organizing Committee for the Olympic Games, and endorsed the expenditure of billions of tax dollars on urban-renewal projects in anticipation of what SOCOG chief executive Sandy Hollway calls "the biggest peacetime event on earth." Over 16 days of competition, Australia will host more than 10,300 athletes from more than 200 countries, plus thousands of visiting spectators and media. The committee has spent $1.3 billion to build magnificent competition venues, including the 110,000-seat Olympic stadium, mainly based around the suburb of Homebush Bay, west of Sydney. The country has also invested millions in athlete development: traditionally strong in Summer Games, Australia expects a solid Olympic medals tally in September, led by stats such as sprinter Cathy Freeman and freestyle swimmer Ian Thorpe.

Some unhappiness in host cities is inevitable, if only because citizens are invariably inconvenienced by snarled traffic from widespread construction. And privately, Olympic organizers suggest the antagonism reflects the not-in-my-backyard tendencies of locals, who, in some ways, want to keep their sparkling city of bays, beaches and leafy hills to themselves. Critics, however, say the disenchantment has more to do with a series of sometimes farcical, sometimes serious botch-ups that have made organizers look high-handed and bumbling.

As well, many supporters turned sour after an extraordinary string of Olympics-related scandals, including the Salt Lake City bribery revelations last year. Australian Phil Coles was among the IOC members alleged to have accepted inappropriate gifts and enticements from bid committees. Coles allegedly received diamond jewelry from Athens officials bidding for the 2004 Games, and his family took four U.S. vacations that were booked through Salt Lake's 2002 bid committee. He was later cleared of wrongdoing by an IOC ethics panel in the Salt Lake case after producing a cancelled cheque that he claimed showed that he reimbursed his hosts. He did admit to being "careless" with his accounting.

The Coles affair tainted the public image of the Games. "It's basically the concept of the Olympic elite, the Olympic family, which runs against the egalitarianism of Australian society," said Gerard Henderson, executive director of The Sydney Institute, an influential think-tank. "There's a feeling that there's a group that duchessed itself and looked after itself, and SOCOG has not done a good job of combating it." Like many observers, Henderson believes the Games will eventually be a great success. It's just getting there that's the problem. No sooner had Coles moved off the front page than SOCOG was hit by the so-called marching bands fiasco. Organizers planned to bring in 1,500 foreign musicians, mainly from the United States and Japan, to join about 500 Australians to form the world's largest marching band at the opening ceremonies. The importing of foreign talent sparked outrage on talk radio, the organizers panicked and cancelled the overseas component, and SOCOG was criticized both for the idea and for succumbing to xenophobia.

But that row was nothing compared to the ticket scandal. As at all modern Olympics, organizers had reserved a portion of Games seats for corporate sponsors at premium prices. What they did not say was that, because of those VIP allotments, average Australians had almost no hope of getting a seat at many of the most popular competitions. Hollway had promised that 52 per cent of tickets had been reserved for Australians, but in fact, the real figure was less than 45 per cent. And that number was substantially lower at major-event finals. In the men's triathlon, an event where Australia could take gold, only 24 out of a possible 3,300 seats in the forecourt of the Opera House near the finish line were allocated for average fans. The public had a one-in-seven chance of securing a seat in Sydney's Olympic Stadium at Freeman's 400-m race.



Protester battling police at beach volleyball site: a mess

Some comical mess-ups have involved the Olympic torch relay. A former Australian judo champion who was among the people invited to carry the torch turned out to be a notorious drug trafficker serving a 12-year prison sentence. Organizers promptly withdrew the invitation, but not before the media had a field day. And earlier this month, Australia's top IOC official, Kevan Gosper, was pilloried for allowing his 11-year-old daughter, Sophie, to become the first Australian to carry the torch, instead of 16-year-old Sydney schoolgirl Yianna Souleles, who was originally promised the honour.

Sophie Gosper with torch: scandal



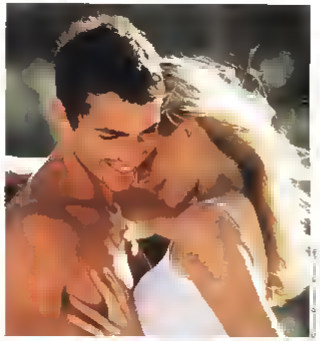
Organizers insist that by the time the Olympic flame is lit, Sydney will be ready and looking beautiful. The city has spent $255 million on projects ranging from widening sidewalks in the business district to building a new rail link to the airport.

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Officials also expect that popular support will be restored once the construction disruptions end and the Games begin. "The experience of Barcelona shows that the whole attitude of people gets increasingly more positive," says Chris Johnson, the New South Wales official in charge of Olympic design. Visitors from overseas, meanwhile, "will see Sydney as a spectacular place," he says. Even Bondi Beach.

Condom conundrum

A study shows that older Canadian women are more likely than younger ones to have unprotected sex



In a finding that upsets conventional wisdom on sexual behaviour, a study of contraceptive practices shows that older Canadian women are more likely than younger women to have unprotected sex and run the risk of contracting sexually transmitted diseases. The 1998 survey of contraception practices among women, by the Toronto-based Sex Information and Education Council of Canada, also found that six per cent of the 1,600 women between 15 and 44 who responded said they used no contraception, and 13 per cent said they were not sexually active. The survey, published in *The Canadian Journal of Human Sexuality*, found that younger women were more likely than their elders to report a lack of sexual desire and to say they experience pain during intercourse.

The pill was the favoured contraceptive method for 28 per cent of the respondents, with 21 per cent preferring condoms. As well, 10 per cent said they had been sterilized and 14 per cent reported having male partners who had undergone vasectomies. Among sexually active women who practised contraception, condom use increased with the number of sexual partners a woman had within a two-year period—35 per cent of women with three partners used condoms, and 56 per cent of women with five or more partners used them.

As well, condom use was higher among unmarried (64 per cent) than among married women (31 per cent). And while 63 per cent of unmarried women aged 18 to 34 said they used condoms, only 50 per cent of single women in the 35-to-44 age-group used them. "Older women are more likely than younger ones to be in stable, long-term relationships," said William Fisher, a psychologist at the University of Western Ontario in London, who led the study. "But that doesn't mean they're safer." Seventeen per cent of married women and nine per cent of unmarried respondents reported being diagnosed with sexually transmitted diseases, including chlamydia, human papilloma virus and herpes. One per cent of married women—and none of the unmarried ones—reported being diagnosed with HIV infection.

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Estrogen hazard

Post-menopausal women who take synthetic estrogen to protect them from heart disease and osteoporosis have twice the normal risk of gallbladder disease and appendicitis, according to a Canadian study. Researchers who examined the medical records of 800,000 Ontario women over the age of 65 who used estrogen found that five per cent of them experienced inflammation of the gallbladder, leading to removal of the organ, and 0.5 per cent had to have their appendixes removed—double the rate in older women not using estrogen. The findings, published in the *Canadian Medical Association Journal*, added to concerns about estrogen replacement therapy, which has been linked to other diseases, including breast cancer and lupus.

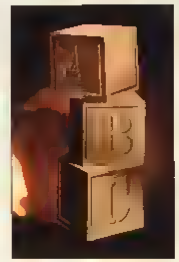
Helping parents

An organization that has operated a telephone help line for Canadian children since 1989 has launched a similar service for parents in need of guidance. Bill Saul, president of the Toronto-based Kids Help Phone, said his group decided to establish the new bilingual, 24-hour service after realizing many parents were calling the children's line "because they didn't know where else to turn." Officials said professional counsellors and a library of 250 recorded messages will be available to advise parents and caregivers on child-related issues ranging from nutrition and speech to peer pressure and toilet training. "When you're worried about your kids," said Chris Simmons-Physick, a Kids Help official, "you need help right away." The toll-free number throughout Canada is 1-888-603-9100.

Islets of hope

A medical breakthrough by Canadian scientists could pave the way for dramatically improved treatment of Type 1 diabetes, a disease that currently makes patients dependent on lifelong insulin injections. Researchers from the University of Alberta in Edmonton told a medical conference in Chicago they made eight patients independent of injections for as long as 14 months by transplanting insulin-producing islet cells from human donors. Since 1975, surgeons have performed about 400 islet transplants worldwide. But the success rate has been poor, with most patients staying free of injections for only a few months. Medical experts said the Edmonton breakthrough resulted partly from a novel combination of immune-suppression drugs to prevent rejection of the transplanted islets. They added that future use of the Edmonton technique could be limited by scarcity of donor organs.

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Music

One of Canada's most successful bands is enjoying a new vogue—and hitting the road once again

GUESS WHO'S Reborn

By Nicholas Jennings in Winnipeg

On an early May afternoon, on the eastern outskirts of Winnipeg, a spring ritual is under way. Like bears emerging from hibernation, some grey haired men step out to play their first round of golf of the year. Teeing off under a warm sun, the golfers are oblivious to another ritual taking place nearby. Inside the Transcona Country Club, members of the Canadian rock legend the Guess Who are running through the familiar chords of such classic songs as *Undun* and *American Woman*. The original lineup of the group—middle-aged and reunited for the first time in 17 years for a national tour that opens this week—is being put through its paces by singer Burton Cummings. "Keep it lazy," he shouts, as the band starts to speed its way through the ballad *These Eyes*. "Don't rush it." *Rain Dance*, with its thumping tribal drums and counterpoint vocals, is better. But by the time the band croaks its way through the four-part harmony of *Laughing*, Cummings becomes exasperated. "OK, that's it for the day," he barks. "Go home—I don't care if you have to take sleeping pills—just get some sleep. We need everybody's voices tomorrow."

Later, over a soft drink, the perspiring singer concedes that a couple of band members, including guitarist Randy Bachman, are fighting viruses that have affected their voices. Yet he made no apologies for cracking the whip in rehearsal. "The end will justify the means," says Cummings. "There's no way we're going to disappoint with this tour—we'll be better than people even remember."

Can the reborn Guess Who deliver? The answer will become apparent when the tour starts in St. John's, Nfld., on May 31—it winds up in Craven, Sask., on July 15. But make no mistake: the band is already back, *buy-bee*. Think Austin Powers and *The Spy Who Shagged Me*, which turned Lenny Kravitz's cover of the Guess Who's anthem-like *American Woman* into an international hit. Think *American Beauty*, the Oscar sweeping film that used the original *American Woman* in its sound track. Suddenly, the band, one of the most successful acts of the 1960s and '70s, seemed cool again.

Then last fall, Manitoba Premier Gary Filmon personally summoned the group to perform at the closing ceremonies of Winnipeg's Pan-Am Games. Although the quartet—Cummings, 52, Bachman, 56, bassist Jim Kale, 56, and drummer Garry Peterson, who turns 55 on May 26—played only four songs, they were embraced as returning home-town heroes, and the seed was planted for a full-scale reunion. Tickets for the tour, which had a sneak preview last week with an intimate performance in a Winnipeg community centre, have been selling fast. Says Larry LeBlanc, Canadian editor for *Billboard* magazine: "People sense that it may be their last chance to see this piece of Canadian music history in the flesh."

That history has been as fractious as it has been celebrated. Ever since Bachman and Cummings first clashed in the late-1960s over lifestyle preferences (Bachman became a devout Mormon, while Cummings remained a resolute party animal), there have been tensions and issues surrounding the group. Bachman left in 1970, just as the band was hitting the big time, and moved on to even greater heights with his group Bachman-Turner Overdrive. Cummings kept the Guess Who going—and the hits coming—through various incarnations until 1975, when he embarked on a successful solo career. But the two left a trail of jealousy, resentment and lawsuits over publishing royalties in their wake. To make matters worse, Kale and Peterson continued touring as the Guess Who (Kale had assumed ownership of the name) with various Bachman and Cummings clones on guitar and vocals, much to their old band mates' chagrin. (Late last week, Kale was forced to bow out of the tour because of "family problems," according to the band's manager, Lorne Saifer, a Winnipeg-born impresario now based in Los Angeles. Onetime Guess Who member Bill Wallace will replace Kale.)



Neil Presley/Camera

Kale (left), Cummings, Bachman and Peterson now; the band in earlier times (opposite): the Guess Who suddenly seems cool again

But time—and money—can heal all wounds. And the Running Back Through Canada Tour, which is being recorded and filmed for CD and video release, is clearly a curative and lucrative undertaking. In separate interviews with the band members (another onetime Guess Who member, guitarist Donny McDougall, is also part of the tour), each musician repeated the phrase "healing process" to describe the reunion, as if the term was some kind of soul-soothing mantra. "It's a chance for the group to tie up unfinished business," says John Einarson, a Winnipeg schoolteacher who has written a book on the Guess Who. "This is the 1970 *American Woman* tour that Randy never took part in. It's an opportunity for the band to relive it's greatest hurrah." Added Einarson: "If Bachman and Cummings are the Lennon and McCartney of Canadian music, then this tour is every bit as significant to Canada as a Beatles reunion."

That may be stretching things, but as the Guess

In 1970, the Guess Who's *American Woman* unseated the Beatles for three weeks on the American pop charts



Who ran through its hits at the country-club retreat earlier this month, the band's legacy as a Can-rock behemoth was on full display. Cummings, a dynamic rock singer-pianist who rivals Elton John, is still in fine vocal form, while Bachman, Kale, Peterson and McDougall made old favourites like *These Eyes*, recently updated by Canadian rapper Maestro, *No Time* and *American Woman* sound as fresh and feisty as the day they were recorded. In a nod to Bachman's post-Guess Who success, BTO hits like *Let It Ride* and *Lookin' Out for No.1* are also being included in the show, but in stripped-down acoustic form. "I'm glad I saw the recent Crosby, Stills, Nash and Young tour," says Cummings, "because it gave me the idea of how to structure our shows. We begin by rocking out and then switch to an acoustic set, where we're going to try and create a coffee-house atmosphere. Then it's pretty well rock 'n' roll from then on out. Each section should take the fans a little further up the staircase."



Neil Fletcher Corbis

The band in its heyday, Cummings (left): the magic was first kindled 35 years ago in Winnipeg's community centres, where young men inspired by the 'British invasion' traded hockey sticks for guitars

Like CSNY and the Eagles before them, Bachman, Cummings, Wallace and Peterson know that some cynics will see their reunion as a cash grab by another four far, greying rock stars who simply want to top up their retirement fund. The band members, of course, see it quite differently. "I don't feel like I'm cashing in on anything," says Bachman, a father of seven who lives with his second wife, former singer Denise McCann, and their 16-year-old daughter on British Columbia's Saltspring Island (his son, Tal Bachman, is currently enjoying a successful pop career of his own, buoyed by the hit *She's So High*). "I'm celebrating the hits I've had throughout my career, both with this band and with BTO." He added. "Timing is everything. If we had done this 10 years ago, it might have felt tacky. The world wasn't ready for classic rock. But now, with Neil Young and Santana's comeback, there's absolutely nothing tacky about this. It just feels right."

Cummings agrees. "Most reunions are lame," says the singer, who owns homes in Los Angeles and Victoria, and recently bought another in Winnipeg, where he has been spending more time. He is separated from his wife, Cheryl DeLuca. "One or two guys have overdosed, a couple of members have become accountants or truck drivers and then they try to get back together and pick up their instruments and it simply doesn't work. In our case, we're all still alive and we've stayed involved in music and continued playing many of these songs over the years. So it's totally valid."

They admit, however, that their 1983 reunion tour was a mistake. Lured by the offer of big money, they undertook seven Canadian concerts despite lingering disputes within the group. "We weren't very friendly on that tour," recalls Cummings. "There were some nights when the vibe was really awful. Not actual fistfights, but terrible arguments." Added Bachman. "We still had baggage and bones to pick, so the tour imploded halfway through. This time, it's all about the music, the songs and recapturing the old magic."

The magic was first kindled 35 years ago in the community centres sprinkled throughout Winnipeg. There, in the wake of the "British invasion," teenage boys traded hockey sticks for guitars and began forming rock bands that played on Friday and Saturday nights. Toronto's Neil Young, then living in Winnipeg with his mother, had a group called the Squires. But Bachman, Kale and Peterson, as members of Chad Allan & the Expressions, were the first to score a hit when their frenzied recording of *Shakin' All Over* topped the charts across Canada in 1965 and went on to sell two million copies worldwide. When Allan left the following year, Bachman quickly recruited Cummings, then a wild, screaming singer with the group the Devrons. Recalls Bachman. "He had an incredibly strong voice and had once desecrated a piano at the Winnipeg Arena while opening for some British band. We needed his kind of sassy, cheeky attitude."

After an abortive trip to England, the Guess Who came to the attention of Toronto producer Jack Richardson, who saw the group perform on the CBC program *Let's Go*. So impressed was Richardson that he mortgaged his home to finance the recording of the 1969 album *Wheatfield Soul*, its title a reference to the band's so-called Prairie sound. After the album's first single, *These Eyes*, topped the charts, the band never looked back. The next album, *Canned Wheat*, contained three more Bachman-Cummings hits, including *Laughing*, *No Time* and *Undun*. But it wasn't until 1970's *American Woman* that the Guess Who achieved pop supremacy. The fuzz-guitar-drenched title track shot to No. 1 in the United States, where it unseated the Beatles for three straight weeks. The hits kept coming: *No Sugar Tonight*, *Albert Flasher*, *Share the Land*, *Rain Dance* and *Clap for the Wolfman*.

According to *Billboard*'s LeBlanc, the band opened countless doors for the many Canadian acts that followed, including Lighthouse, Motherlode, the Poppy Family and Five Man Electrical Band. "They were small-town guys who became stars from coast to coast without a national touring circuit," says LeBlanc. "And even after they became known internationally, they essentially remained small-town guys, always rooted in their community. In that respect, they were quintessentially Canadian." Jeff Bishop, whose family owns Winnipeg's Sound Exchange record store, agrees. "They gave us an identity," says Bishop, who is currently turning the entire Portage Avenue store into a Guess Who shrine, complete with photos, albums and rare memorabilia, as a display of civic pride leading up to the group's June 30 concert there. "I was born in 1967, and my whole life has had a sound track supplied by the Guess Who. Those songs tell us something about who we are."

That was certainly the case for the three young members of the band Wide Mouth Mason, who grew up in Saskatoon. Cummings says that when he met the group at last year's inaugural Prairie Music Awards, where the Guess Who was inducted into the Prairie Music Hall of Fame, Wide Mouth Mason's Shaun Vetreault told him how much Cummings' song *Running Back to Saskatoon* meant to him. "We're all Prairie boys, born and raised," says Cummings. "We have that remote feeling in the winter and that all enters into the way we play and write. The guys in Wide Mouth Mason share that with us. They, too, have wheatfield soul." Which is why, after jamming late into the wee hours with the trio at a Toronto bar, following an appearance at the Farm Aid benefit this spring, Cummings broached the possibility of the band opening for the Guess Who on its summer tour.

As the golf balls fly outside the Transcona Country Club, the members of the Guess Who and the crew try to concentrate on getting themselves ready for the tour. Aside from rehearsals, arrangements are still being made for sound equipment, accommodation and merchandise in each of the tour's two-dozen venues. Manager Saifer seems to have a cellular phone surgically attached to his head. "When you see these guys onstage," he's raving to someone on the phone, "it's almost like time has been turned back." Bachman, overhearing the comment, nods his head. "It's true," says Bachman, who describes the Pan-Am experience as something akin to Viagra. "After that, I felt 25 again, that I could conquer the world, go on the road forever and play guitar 24 hours a day and never sleep. The other guys felt that, too." He adds: "A few years ago, Neil Young told me that the minute we stop doing this, we're not living our lives as they were intended. And he was right. This is what we were born to do." m





Charles Gordon

In defence of tradition

It may not be a matter of prime importance to you that too many runs are being scored in baseball this year. But the subject will appear more relevant if it is interpreted in its proper way—namely, as yet another example of the decline of civilization as we know it. It is the watering down of everything that really concerns us here. From tennis to opera, chances are somebody has been trying to cheapen it in recent years.

Baseball is an instructive example. Baseball executives and their cheerleaders in the press boxes of North America are on the defensive when confronted with accusations that the game is being ruined by the sudden explosion in offence. They produce studies to show that the baseballs being used this season, their components manufactured in the United States and assembled in Costa Rica, are the same as they always were—or at least the same as last year. But nobody really believes it. The 10-9 game has become standard, home runs are more frequent and longer. A recent Sunday featured scores of 7-6, 10-1, 11-2, 12-10, 11-7 and 10-3—not to mention the 16-15 pitchers' duel in which the Montreal Expos edged the Chicago Cubs. It is not just that Mark McGwire and Sammy Sosa are hitting more than 60 home runs a year; it is, in an imagery telling to baseball aficionados, that utility infielders are hitting home runs, and to the opposite field, something that only the real sluggers once did. Overall, an average of 10.8 runs per game is being scored this year, compared with 10.1 last year and, more significant, 8.5 a decade ago. Don't tell us that the game hasn't changed.

It is being watered down, dumbed down, and when baseball, the most tradition-bound of human activities short of square dancing, is tampered with, you know everything is up for grabs. Pick your field of interest, whether it is television, movies, news or musical theatre, and you know it is happening there, too. There is now something called "smooth jazz." It is quiet, watered down and unchallenging. It has its own sections in some record stores and magazines, it has its own awards even. Herb Alpert, best remembered for the Tijuana Brass, won a Smooth Jazz Lifetime Achievement Award in Fort Worth, Tex., the other day.

The thing about smooth jazz, though, is that you don't have to listen to it, except maybe when you're on hold. The real article, whether traditional, mainstream or avant-garde, is available on CD and on radio. Whereas with the dumbed-down version of baseball, smooth baseball, we're stuck with it. Aside from total abstention, there is no alternative.

Baseball diehards know why it happened. There was a strike in 1994 that disillusioned the fans. They stayed away from the ball park when play resumed. The lords of baseball decided that more scoring would bring the people back. In subsequent years, various measures have contributed to it. These include an expansion of the number of teams, which has brought inferior pitchers. New ball parks have been built, most of which are smaller, leading to more home runs. Most significant, the strike zone has been more rigidly interpreted, meaning that batters no longer have to swing at pitches they don't like. With the blessing, if not active connivance of the authorities, pitching inside, traditionally an effective weapon in the war between the pitcher and the batter, has been all but abandoned. Pitchers are warned against throwing at, or even near, batters, which takes away another weapon. The batters, meanwhile, are larger, stronger, their strength chemically enhanced in more than a few cases. "The ball parks are smaller," sums up New York Yankees manager Joe Torre. "Everything is geared around scoring runs. They're making the game entertaining instead of enduring."

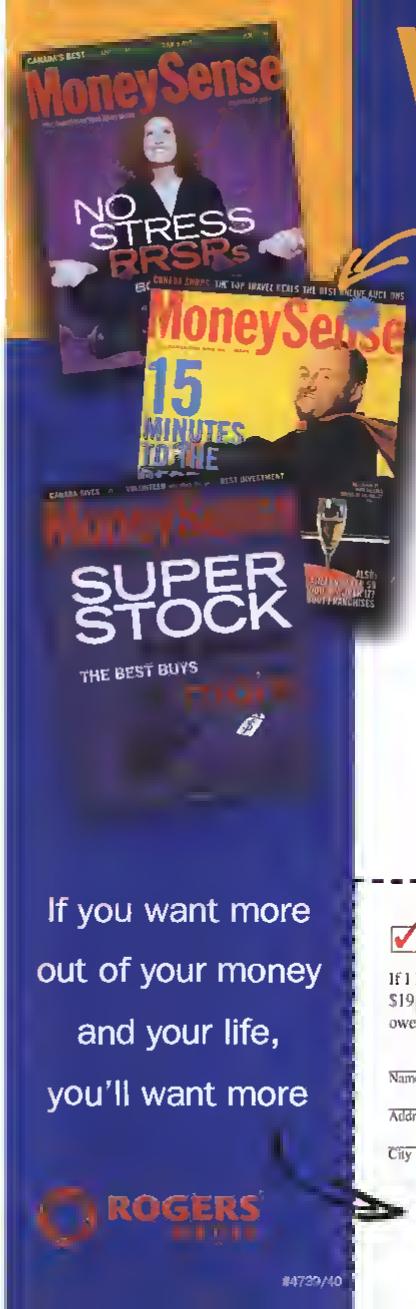
It seems to be working, too. The fans are coming back to see the big home-run hitters, such as McGwire and Sosa. But that raises a question: is the customer always right, or are there enduring values in baseball and other activities that must be preserved no matter what public opinion says?

To get a more Canadian fix on the question, translate the argument to hockey. Attendance is a problem in some U.S. cities where hockey does not have historical roots. In the past, attempts have been made to entice the fans by promoting hockey as a brawling game, roller derby on ice. That hasn't worked too well. Nor have attempts to penalize the holding and interference tactics that have enabled inferior teams to compete with the more accomplished ones.

Yet people like to see the red light go on, the authorities might reason. When the puck goes in the net and the horns blow, the place goes wild. It's what many people go to the game for. So why not encourage more scoring? Make the net wider, for example. Or make the puck faster. That would certainly do it. Goals would go in at a record pace and fans would flock to the arena. There they would sit next to disgruntled traditionalists muttering about smooth hockey (although they might not refer to it in those terms) and how their game was being ruined. And they would be right. That's the kind of thinking baseball fans are up against.

Those who look at any art form only in terms of the revenue it produces can never be counted upon to defend the traditions of the music, or the literature, or, yes, the baseball game. That leaves it up to the fan, the consumer. These things only happen because we sit still for them. No matter what your game is, don't let them ruin it.

Charles Gordon is a columnist with The Ottawa Citizen.



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Films Cannes

Cannes Carnival

Amid the glitz of this year's festival, cinema seemed torn between costume drama and celebrity satire

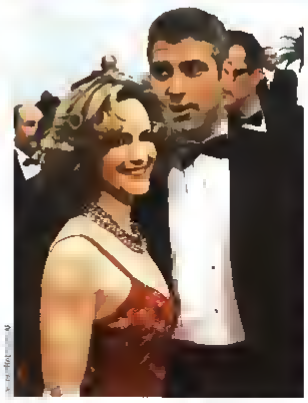
Brian D. Johnson in Cannes

It came down to Uma. On the opening night of the Cannes International Film Festival, she was the designated siren, braving the cameras on the red carpet in half a dress, a backless Gaultier number with a plunging butt line. Two days later, looking demure in tan chiffon and glass-jewelled flip-flops, Uma Thurman, star du jour, holds court at the cliff-side restaurant in the luxurious Hotel du Cap Eden Roc. George Clooney is lunching nearby on the terrace. This year, it seems, all the stars prefer to be interviewed at the Cap—their Hollywood home away from home—which infuriates journalists, who can spend half the day shuttling back and forth from Cannes. But Thurman, at the festival with the films *Vatel* and *The Golden Bowl*, tries to make it all worthwhile. Very tall and very blond, with Riviera-blue eyes that she uses to transfix the listener, she talks about the magic of Cannes. "Of all the show-business conventions in the world, there's something about this one," says the actress, who has just turned 30. "It's got that Oscar-like thing, but with less scrutiny—a true, rich kind of glamour."

Then there are the films, which glamorize a cinematic art as removed from Hollywood as a baguette is from Wonder Bread. With studio product conspicuously absent from the menu this year, the 53rd Cannes festival (May 10 to 21) showed world cinema at a crossroads—split between two directions represented by the opening and closing night galas, between the costume drama of *Vatel* and the celebrity satire of Denys Arcand's *Stardom*. On the one hand, filmmakers from Asia and Europe were taking refuge in the past, enshrining the Old World in period epics. But among the North American movies in Cannes—there was an obsession with the moment and the media. Intoxication with fame emerged as one of the festival's most striking themes.

Nolte, Thurman, intoxication with fame was one of the most striking themes both on and off festival screens





Claudia Schiffer, Andie MacDowell, Gong Li, Holly Hunter, Clooney (left) the high comic quotient included the Coen brothers' O Brother, Where Art Thou?, *starring Clooney, a lark based on Homer's* Odyssey

Though a weak film, *Vatel* served as a fitting overture for Cannes—Gérard Depardieu plays France's first celebrity chef, who orchestrates a three-day extravaganza for Louis XIV at a country château. While the media previewed the movie in the morning, drilling and hammering could be heard through the theatre walls as workers—minions of some modern-day Vatel—raced to turn the Palais, the festival headquarters, into a rococo set festooned with velvet drapes and candelabras. That night, guests walked out of the première into an outlandish dinner that climaxed with fireworks bursting from the walls and table centrepieces exploding in unison with gold confetti.

The movie itself seemed absurdly counterfeit. Here was a French story, made with French money and a French star—filmed in English. Its only French accent, aside from Depardieu's, was the one on the name of its British director, Roland Joffé. Curiously, the première was preceded by a short appetizer from Jean-Luc Godard, a poetic montage summing up the 20th century in just a few electrifying minutes. Passing from Godard to *Vatel* was like tasting a flash-back of the French New Wave—distilled to ether—then being fed a multicourse meal drowned in butter.

The festival's other prominent museum piece was *The Golden Bowl*, the latest offering from the Merchant-Ivory antiques road show. Based on the Henry James novel, it stars Nick Nolte as an American tycoon out to enshrine European art, and Thurman as the woman who marries him to rekindle an affair with his son-in-law. This is a movie of many mansions, an absorbing but creaky epic in which costumes and decor overshadow the intrigue.

Asia, however, offered some handsome alternatives to Hollywood with several period epics. Six of the 23 movies in official competition were Asian, ranging from Japan's *Taboo* to China's *Devils on the Doorstep*. The first film in 14 years from Nagisa Oshima (*In the Realm of the Senses*), *Taboo* is a hermetic but exquisitely stylized tale of a gay samurai, an androgynous boy with a quicksilver sword who has half the barracks lusting after him. Feminizing the martial arts in another direction, Taiwanese-born Ang Lee premièred *Crouching Tiger, Hidden Dragon*—a Mandarin answer to *The Matrix* featuring sword-wielding super heroines who literally fly. With a seductive cast, including Chow Yun Fat and Michelle Yeoh, it is full of comic charm, technical wizardry and exhilarating landscapes—it even turns into a western with horse-back duels in the desert. And after a diet of slow art films, *Crouching Tiger* hit Cannes like a jolt of adrenaline, with the audience breaking into applause several times during the screening. Lee, the respected director of *Sense and Sensibility* and *The Ice Storm*, succeeds in transcending the martial-arts formula with a spectacle that should have wide appeal in North America.

On a heavier note, China's Jiang Wen presented *Devils on the Doorstep*, a black-and-white epic about Chinese peasants who get saddled with two prisoners of war during the Japanese occupation. As the village tries to figure out whether to kill them, the movie evolves as a shaggy-dog story, until farce finally congeals into a vision of blood-curdling barbarism, yet one that retains its humour to the end—right up to the shot seen through the eyes of a decapitated head rolling in the dirt. Russia, meanwhile, offered its own village tale of chaos and

Some movies offered stillness, recalling a time when a film could cast a spell unbroken by the ring of a cellphone

corruption with Pavel Lounguine's *The Wedding*, a nuptial nightmare in which the groom gets jailed, the bride is dragged through the mud, and her three-year-old boy plays with a loaded gun: a raw comedy of vodka-soaked realism.

Amid so much serious cinema, the comic quotient in Cannes was unusually high. Joel and Ethan Coen (*Fargo*) premièred *O Brother, Where Art Thou?*—starring George Clooney, John Turturro and Tim Blake Nelson as a Three Stooges trio of escaped convicts bluffing their way into bluegrass music during the Dirty Thirties in Mississippi. With luminous meadows worthy of *The Wizard of Oz*, the Coens' latest is blithely artful, but sits on the sillier side of their comic spectrum. Still, one has to admire them for basing a movie on *The Odyssey* and then admitting they hadn't read it—a bit like Marlon Brando showing up on the set of *Apocalypse Now* without having read *Heart of Darkness*.

The most startling American entry in competition was Neil Labute's *Nurse Betty*, another Oz-like odyssey, but in a contemporary vein. Like *The Truman Show*, *To Die For* and *Being John Malkovich*, it's about someone falling through the media looking glass. Renée Zellweger finesses a tricky role as a deluded soap-opera fan from Kansas who tries to track down the man of her dreams without realizing he is just a character in a TV show. For a while, *Nurse Betty* plays as a one-joke conceit, but then it takes some astounding turns. Undercutting the comedy, Labute also outdoes Quentin Tarantino with some hair-raising violence early in the film—a scalping, no less.



Chris Rock (left), Morgan Freeman, Zellweger in Nurse Betty *an Oz-like fantasy*

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Whimsy and melodrama were weird bedfellows in a number of movies, but nowhere more starkly than in Lars Von Trier's *Dancer in the Dark*, the first film to really light up the competition. Much like his *Breaking the Waves* (1996), this is an often harrowing drama about a naive woman who sacrifices herself in a cruel world. But Von Trier punctuates the bleak realism with dreamlike song and dance interludes. Icelandic singer Björk, as a factory worker losing her sight, strips her emotions bare in the lead role—with Catherine Deneuve playing support. Although it sharply divided critics, *Dancer in the Dark* offered the promise of cinematic revolution that you always hope to find in Cannes.

More than ever this year, genres collided head on as the festival straddled new and old worlds of filmmaking. While Cannes remains the high altar for cinema's most stately traditions, billboards for moviedoms dot-com entrepreneurs were ubiquitous on the Croisette, Cannes' beachfront boulevard. And video technology was rampant on-screen, with directors such as Von Trier and Joel Coen mixing up film and digital techniques to produce a new palette of mongrel imagery. In *Crouching Tiger*, Lee marries computer effects and ancient martial arts with a dexterity that leaves *The Phantom Menace* in the dust. Meanwhile, in the dance between celluloid and cyberspace, the whole notion of national cinema is morphing. Shooting entirely in Scandinavia, Von Trier, a Dane, casts an Icelander as a Czech immigrant living in '60s America. Nolte declares "the star system sucks" and says he's shooting a movie in Germany; at a party on the beach for *Nurse Betty*, Spain's Pedro Almodóvar says he's looking forward to shooting in English.

At week's end, the results of the Cannes competition were still in suspense. But the game matters more than the outcome. And for all its pretensions and frustrations, Cannes has proved that it still occupies a unique post on the frontier of film. Where else can a socialist like Ken Loach—dramatizing the struggle of Hispanic janitors in Los Angeles with the agitprop romance of *Bread and Roses*—get a red-carpet welcome? And where else would a film written by Ingmar Bergman, and directed by his former star Liv Ullman, evoke such nostalgia? With *Faithless*, a memoir of betrayal, Ullman reproduces Bergman's esthetic with uncanny fidelity. In the dot-com world of hand-held video and drama as reportage, the elegant tableaus of *Faithless* recall an age when movies offered stillness and silence and existential terror—when a film could cast a spell unbroken by the ring of a cellphone, and there would be both the time and the inclination to talk about it afterward. m

My Name Is Prince—again

Music fans, industry insiders and journalists alike are sighing in relief now that the Artist formerly known as Prince, who, since 1993, has been using a symbol as his name, is going back to not-so-plain old **Prince**. The singer, whose full name is Prince Rogers Nelson, switched to a glyph he created to protest his contract with Warner Bros. Records, charging the label inhibited his creativity by exercising too much control over his music. The symbol, he said, freed him "from all undesirable relationships." But last week, Prince, 41, announced his contract had expired, "thus emancipating the name I was given." The biggest challenge for Prince now? Redecorating the house he and girlfriend Mayte share in Marbella, Spain. The now-passé glyph adorns the walls, furniture and even their china.



Prince took a symbol as his name for seven years

Art

The Musée de l'Orangerie in Paris has an outstanding collection of paintings by Impressionists and early 20th-century masters. Now, 81 paintings from the collection are part of a one-time touring exhibit, From Renoir to Picasso: Masterpieces from the Musée de l'Orangerie, which has travelled to Japan, is going to the United States and Australia, and will make its only Canadian stop at the Montreal Museum of Fine Arts from June 1 to Oct. 15. The exhibit includes 14 paintings by Cézanne, 10 Matisses and seven Picassos. So that all Canadians can enjoy the collection, the museum has created a virtual gallery of 22 paintings on the Internet (*www.mmfa.qc.ca*). Surfers can access the art by selecting key words, such as water, hat or flower, thereby creating a personalized tour.



A Matisse masterpiece

Television

Faith and Fortune: The Reichmann Story, airing on Global TV on May 29, examines one of Canada's most famous and influential families—and once the world's fourth-richest. Directed by veteran Montreal filmmaker Alan Handel, 50, the two-hour documentary charts the family's rise from Hungarian merchants living in Vienna to "the Rothschilds of the ultra-orthodox Jewish community." But in 1992, the Reichmanns' company, Olympia & York Developments Ltd., the world's largest commercial real estate empire, collapsed in a sea of debt while building the Canary Wharf project in London.

Pint-size fun

The Milk International children's Festival of the Arts is an extravaganza of theatre, dance, music and puppetry for young people. On at Toronto's Harbourfront Centre from May 21 to 28, the festival presents more than 150 shows from 12 countries. One highlight is *Ge Ge Ge No Kitaro*, a puppet show based on the popular animated series from Japan. The puppet troupe Hitomi-za will also perform the show at Montreal's Les Coups de Théâtre festival from May 28 to June 6.



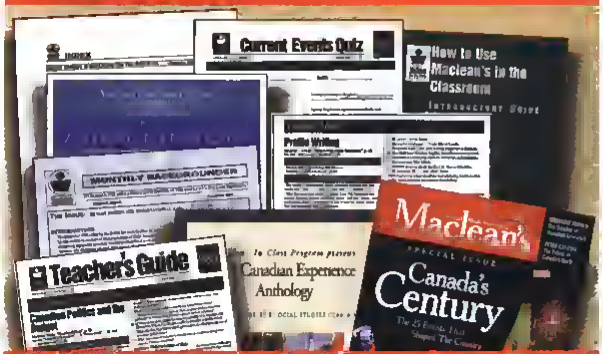
The doctor is out

Maybe Dr. Laura Schlessinger should update her best-selling 1995 book, *Ten Stupid Things Women Do to Mess Up Their Lives*, and add another blunder: making derogatory comments about gays and lesbians on air. The popular radio personality with a penchant for scolding recently referred to homosexuality as "a biological error" on her show about relationships, which is syndicated to 450 stations and reaches 18 million listeners a week. In addition to the predictable uproar from gay and lesbian groups, the Canadian Broadcast Standards Council condemned her show, calling her remarks "abusively discriminatory." In response, Schlessinger wrote a letter to *The Globe and Mail* saying she had only stated the obvious. But the bad publicity had hurt the morality maven. Procter & Gamble Co. announced it had decided against sponsoring a planned TV talk show hosted by Schlessinger, saying there had been too much "controversy surrounding Dr. Laura." Then, Xerox and Toys "R" Us pulled their on-air advertising, and United Airlines removed ads for her radio show from its in-flight magazine. For once, the tough-talking host had nothing to say.



Schlessinger had publicity

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4.	RAVELSTEIN Saul Bellow (4)	2
5.	THE HUMAN STAIN Philip Roth (2)	5
6.	FIERCE INVALIDS HOME FROM HOT CLIMATES, Tom Robbins (1)	
7	DRESSING UP FOR THE CARNIVAL, Carol Shields (12)	9
8.	TO CUT A LONG STORY SHORT Jeffrey Archer (1)	
9	THE BRETHREN John Grisham (15)	7
10	MR PHILLIPS John Lanchester (3)	8
	Nonfiction	
1	SOUL STORIES Gary Zukav (3)	1
2	'TIS, Frank McCourt (32)	9
3	CRITICAL CARE, André Picard (1)	
4.	VIRTUAL WAR, Michael Ignatieff (3)	3
5	HOW TO KNOW GOD, Deepak Chopra (12)	4
6.	FIVE DAYS IN LONDON, John Lukacs (17)	2
7	TUESDAYS WITH MORRIE, Mitch Albom (20)	5
8.	RELATIONSHIP RESCUE, Phillip McGraw (9)	8
9	IN THE BLOOD, Gordon Pitts (1)	
10	THE NATURE OF ECONOMIES, Jane Jacobs (8)	7

() Weeks on list

Compiled by Brian Bethune

An icy investigation

When two hikers stumbled upon a frozen corpse in the Tyrolean Alps in 1991, they didn't realize that they had found the world's oldest naturally preserved human body—or that their discovery would spark an eight-year investigation often overshadowed by politics and scientists' squabbles. Chicago journalist Brenda Fowler's *Iceman: Uncovering the Life and Times of a Prehistoric Man Found in an Alpine Glacier* (Random House) is part scientific journal, and part detective novel. It chronicles the bungled recovery of the body—it was removed from the ice using a ski pole—and the heated debate between Austrian and Italian authorities over who owned the Iceman and what to do with the 5,300-year-old body.



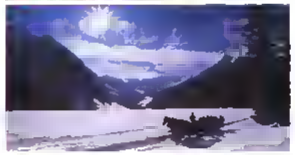




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Allan Fotheringham

Yes, I am Tom Long

I am Tom Long and I am going to be prime minister And I am supposedly a Canadian—though I hire American pit bulls to run my campaign for me. But I am Tom Long and, although I have never run for dogcatcher, I am going to be prime minister.

I am Tom Long and I have lots of Bay Street money behind me I don't seem to understand that the Reform party was based on the hatred of Bay Street money ruling the Conservative party But I am Tom Long and all this is behind me

I am Tom Short, who suddenly decided in eight weeks to become prime minister of Canada. Mackenzie King prepared for it for four decades Sir Wilfrid Laurier had some credentials for the job Sir John A invented the country, Pierre Trudeau at least did graduate studies in Harvard, England and Paris Pearson won the Nobel Peace Prize John Diefenbaker ran six times for public office before being elected to Parliament But I am Tom Long, and I am going to become prime minister on Bay Street donations In eight weeks.



Troy Pa... n, sun

So smart am I, being Tom Long, that I have hired to advise my campaign for 24 Sussex Drive, the infamous Mike Murphy, the mellifluous Yankee who is the master of "negative advertising" in American elections He was the brains behind Dan Quayle, who has no brains

He is the guy just weeks ago when my sudden ambition sprang from my forehead, who was up in Toronto for a speech at the Albany Club—the city's day-care centre for the Tory Establishment—explaining that in politics the time to kick an opponent is when he is down.

And that is why, as Tom Long who has never run for school board or city council, I think I am eminently qualified to be prime minister But I am Tom Long, short on principles, but heavy on Toronto bucks that should buy 24 Sussex Drive

I am Tom Long, backroom boy hero, who allegedly is responsible for crafting the two successive Mike Harris majorities at Queen's Park Ontario has had Tory governments since 1943—with the lone exceptions of David Peterson's short-lived Liberal stint and Bob Rae's disastrous NDP adventure. What's so hard about winning another Tory election?

But I am Tom Long and, to prove my instant credentials as the leader of the nation, I just happen to have devised a telemarketing scheme to reach 300,000 alleged voters to sign up—for a measly 10 bucks—Canadian Alliance memberships and vote for me Never mind that I got those phone numbers through the computer lists of the Mike Harris party and the dregs of the Jurassic Clark's federal Conservatives. I am Tom Long and I know how to do these things

How to do these things is to have newly arrived, job-starved immigrants get on the telemarketing phone at supper-time and ask, for 10 bucks, if you would like to vote for Tom Long—*who*?—as the next prime minister of Canada.

You would be surprised how many people in the world can be persuaded for 10 bucks a vote Huey Long knew it. Tammany Hall knew it Mayor Daley's Chicago knew it The folks in Nova Scotia and New Brunswick who wanted their driveways paved knew a muckey of rum would do it

But I am Tom Long and I know a more sophisticated way Thanks to the one-party-member, one-vote system the leadership on June 24 of the Canadian Alliance will be claimed by the guy who gets the telemarketing vote from voters who have never met one another, supposedly their philosophical soul mates

It is the most goofy, non personal political system ever invented but I Tom Long, love it because it worked for the golf instructor and I am sure it is going to work for me, on the way to 24 Sussex Drive

Yes, as Tom Long, I know all the nasty talk that I ditched my first wife because she grew too fat after our first children and am plunging into this sudden eight-week insane ambition while my new wife is pregnant but, you have to know—just like Sir John A., Laurier, King, perhaps even Dief the Chief and Trudeau—I was preordained for the task. (Helped by telemarketing)

It doesn't matter, since I am Tom Long, that I won't get a single vote in Quebec—one-quarter of the population—or that in the St. John's byelection last week the Alliance candidate finished fourth, barely ahead of the wrestling candidate

It doesn't matter, of course, that out in Red Deer and Kamloops and Nanaimo, the Parson's CRAP party was invented because of the resentment of Toronto's—meaning Bay Street's—control of this blessed land

But I am Tom Long, and have bought Bay Street, and Bay Street has bought me, and I'm gonna become PM. Dream on, buster



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*According to Jupiter Communications, a leading Internet research and advisory firm, in their report: Digital Wallets: Pursuing Dual Wallet Strategy Before Leverage is Lost. February 1999.
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